GUJARATI TYPE FOUNDRY

TYPE BOOK

BOMBAY 4

Of Interest to the Printer

1. QUALITY OF THE MATERIALS: No press can afford to buy types without proper consideration of their quality. If this is overlooked and attention is merely paid to the first cost of types, even in the present days of keen competition, the press will be forced to incur recurring expenses. Just as there is difference between the various grades and qualities of paper, ink and printing, similarly it exists in the various qualities of types offered in the market. The printer is able to recognise it in the former easily, but unfortunately not so easily in the latter, or it is too late before he realises the same, either from the results of printing or from the wear and tear of types. With regret he then acknowledges that at the sacrifice of quality, mere low priced type is costlier in the end.

2. QUALITY AND PRICE: Great improvement has taken place in the manufacture and durability of types during the last 50 years. But as many foreign and Indian foundries pay attention merely to bring down the price in competition, the result is the production of cheaper but inferior articles which eventually cost the printer a good deal more. Thus, though a few rupees are saved in the initial purchase of types of inferior quality, the eventual loss incurred is many times greater than the saving effected.

We have, however, for all these years kept and maintained the ideal of quality and have not allowed it to be sacrificed in the guise of so called "low" price.

3. GOODWILL OF PRINTERS: The steady growth of this Foundry testifies to the accuracy, finish, improvement and durability of our products which are far ahead of those of other manufacturers. These factors have also won the goodwill of printers who are confident of receiving adequate returns for their money, besides receiving quality materials from this Institution.

4. COPPER ALLOY METAL: We are the pioneers in India to use copper alloy type metal in the manufacture of types. The types cast in copper alloy metal are much superior in quality and are more durable, keep a clearer and cleaner face and give better results. Our

copper alloy types have thus achieved a distinct reputation and are much appreciated and preferred by printers all over the country for their toughness, hardness, superior finish, clear face and durability.

5. PUBLIC APPRECIATION: We have been awarded many gold medals at various Industrial Exhibitions held at Bombay, Calcutta, Lahore, etc. for Types cast in Copper Alloy Type Metal on time and labour saving methods like "Point–Line–Set–System," after the same were carefully examined by best expert Government and Public Printers. Such public appreciation encourages us to build and keep up the high reputation for G. T. F. types.

6. NEW FEATURES: We have kept ourselves alert to introduce new time and labour saving features in types. We also keep in touch with the progress achieved in this line by American and European type founders, so that our Printer friends may get full advantage of modern improvements and progress.

7. PRESS MACHINERIES AND PRINTERS' EQUIPMENT: To meet the growing demand from, and to suit the convenience of, printers, we stock and supply a variety of press machineries like cylinder printing machines, treadles, cutting, stitching, perforating, bookbinding, ruling machines etc., as well as proof and standing presses, cases, cabinets, stands, other wooden, iron and steel goods, and press furniture, leads, slugs, sticks, quoins, brass rules, inks, etc.

We also stock and sell foreign rebuilt and overhauled machineries and their catalogue and particulars will be available from us on application.

8. ELECTRO BLOCKS: We invite your attention to our Fine Art Catalogue of Copper Electro Blocks. A perusal of the catalogue will convince anyone of the elegant make and good workmanship of over 2000 blocks of original design and style shown therein.

We undertake to make half-tone copper blocks for our clients either on their supplying the designs to us or on their paying extra for the designs. Half-tone copper blocks are preferable to zinc blocks.

9. DISPLAY: In this Book of Type Faces there are good many displays of different type series and borders. They are not shown to adorn the book in any sense but to practically demonstrate to the Printers how successfully our best designed elegant type faces and borders can be used for superior printing, for which there is always a great demand. We, hence, request Printers, to carefully study the different displays, and getting an inspiration from them, to enrich the printing they do. They will thus secure more business with larger profits by using our types.

10. SUPPLEMENTS FOR NEW ADDITIONS: As some new type series, borders, emblems, etc. have been ready after this Book was completed, we shall, hereafter, issue supplements to display them. We have, therefore, to request Printers to carefully keep them for reference with this Book of Type Faces.

11. SUGGESTIONS FROM PRINTERS: We assure our Printer friends that their difficulties or our short-comings and defects, if brought to our notice, will have our best attention. We believe it to be a part of our service to attend to the suggestions of our esteemed patrons and it is our desire to convincingly shew to them that our interests and ideals are identical with theirs.

12. CORRESPONDENCE: We invite inquiries and correspondence in English, Gujarati, Hindi or Marathi.

13. OUR FOUNDRY: The plant and equipment of our Foundry is most modern and is capable of giving reliable service to printers. The Foundry is entirely worked by Indian labour, with Indian capital and under Indian management. It is SWADESHI in every sense.

14. OUR MOTTO: We strive to do the very best we know how, the very best we can; and we mean to keep on doing so until the end, If the result brings us out alright, we shall take it as a mark of our success—an ambition which we cherish.

THE GUJARATI TYPE FOUNDRY

GENERAL INSTRUCTIONS

Prices

1. Prices are subject to change without notice. Prices not quoted in this book or in the price list, will be quoted on application.

How to Order

2. When ordering out anything from this book, it is not necessary to cut or to send any page from it. Such a cutting or a torn page does not at all help us in the execution of the order. We, therefore, earnestly request our esteemed customers not to mutilate this book, which is very costly and which cannot be often replaced.

3. When ordering out anything from this book or from other catalogues, display sheets, circulars or booklets, please mention the name, number and/or body of the type styles, borders, etc., size or measurement as the case may be, as well as whether a complete body or job font or only a capital, a small cap or a lower case font, is needed by you

4. Each item of the order should be separately mentioned.

5. In case of reference to our other type specimen books, catalogues, display sheets or circulars, please take care to mention the full correct name of the same.

6. In respect of Devnagri types, please distinctly mention whether the order is for Hindi style Devnagri or Sanskrit/Marathi style Devnagri type fonts. In the absence of any clear instructions, the order will be executed according to our best discretion.

Weight and Display Fonts

7. The regular small job or display type fonts do not contain spaces and quads, but they are supplied separately at extra cost when required.

8. A complete 60/70 lb. weight font of job or display types also includes the usual quantity of spaces and quads.

9. When body type fonts without spacing materials are required, one anna per lb. is charged extra.

10. Half fonts are not available in job or display types and borders.

11. Half fonts of complete body or weight font (i. e. about 30/35 lbs.) can be supplied, if required, on payment of additional one anna per lb. to cover extra labour charges to halve a full body type font.

Pro Forma

12. We undertake to send pro forma invoices and to submit special quotations for large orders, but the same will be good for acceptance for three days only.

Miscellaneous Auxiliaries

13. Usual body type fonts do not include italics, accented letters, leaders, fractions, braces and dashes, reference or commercial marks; they are, however, separately available, whenever required. As some of these auxiliaries, as well as borders, emblems, ornaments etc., are made in more styles and bodies than one, care must be taken to correctly state the style, body, number etc.

14. From the styles available, piece fractions, fractions, logotypes, scored figures, pointed figures, cancelled figures and letters, superior letters and figures, inferior letters and figures, dictionary and Vedic accents, etc. are separately supplied to order only.

Leads etc.

15. Leads, clumps or lead rules are supplied in cut lengths, when required, on the basis of 12-point ems. Cutting charge is one anna per lb. extra.

16. Each font is prepared on a definite scheme and will not run out unevenly if the required quantity is ordered out from the beginning.

How to Avoid the Need for Sorts

17. It is neither wise, nor economical, nor expedient to order out only two job or body type fonts, when three or four such fonts are required, and then to order out a few pounds of sorts, from time to time, to make up the deficiency. Whereas, printers, who order types in required quantities have little trouble over the sort question, save a large amount of wages to their compositors and prevent expensive delay in turning out their work. The delay and loss suffered by the printers till the sorts are received, cannot be made up by the saving effected.

18. To meet printers' convenience and to eliminate the cause for their complaint for deficiences or shortage of types, we undertake to cast and supply type fonts, as far as possible, according to the scheme supplied by them to us, provided the quantity ordered out is not less than 250 lbs.

Sorts

19. Clear mention should be made of the name, number and body of the type style of which sorts are required: to avoid mistake or delay, it is necessary to send for checking and comparison capital 'H' and lower case 'm' types which may have been as little worn out as possible. To ensure safe delivery, put such sample type in a small cover or packet and attach it to your order.

20. In case of sorts for Nagri and Gujarati types, it is absolutely essential to further mention whether such sorts are required in full, ¾ (matra/pura) or ½ (ukar/karan) body. To avoid mistake, we recommend the use of our special sort order forms, for English, Hindi, Marathi, Gujarati, Gurumukhi, Urdu, Sindhi and Canarese types, supplied by us on application, at one anna per copy.

21 State distinctly the weight required of each character; sort orders are accepted on the distinct understanding that the minimum quantity of each character is not less than ¼ lb. and the total order for sorts of each style is not less than 5 lbs.

22. Sort orders for characters not available with us and which require to be cut new, will be executed only on payment of Rs. 5 for the first ¼ lb. and any quantity required in excess of this will be supplied at the current rate, on usual terms.

23. Sorts are supplied for body type full fonts only, at 15% extra charge on current rates.

24. Sorts for job or display and border fonts are not supplied.

25. Sort orders are not subject to any discount.

26. Customers must anticipate a reasonable delay in the execution of sort orders.

27. As sorts are cast to order only, they are neither returnable nor are accepted back.

Forwarding Instructions

28. Please distinctly mention the name of the port, railway station, railway line and route. district and also state whether the goods are to be forwarded by post, passenger or goods train, or steamer.

29. It is advisable to send small or delicate articles by post or passenger train.

30. Railways accept articles for despatch by goods train, if weighing 30 lbs. or over only.

31. It is cheaper and economical to order out articles weighing 5 lbs. or under by passenger train for short distances. For very long distances it is economical to get the parcels weighing even upto 10 lbs. by post.

32. The maximum weight of a single inland post parcel is 11 lbs. Types etc., weighing more than 11 lbs. can be sent in two or more parcels. The current post parcel rate is annas four per lb.

33. It is, however, economical to send types etc., weighing even upto 40 lbs. by post parcel for places in Burma, Ceylon, Fiji, Mauritius, Aden, Persia and Africa.

34. When packages weigh over a quarter (i. e. 28 lbs.) it is usually cheaper to send them by freight steamer for ports like Calcutta, Madras, Karachi etc.

35. Articles meant for Rangoon or Colombo are invariably sent by freight steamer only. There is no direct railway route.

36. As direct steamers are not timely available for Rangoon Port generally and Calcutta, Madras and Colombo Ports and Fiji, Mauritius and Persia usually, some delay may be caused in shipment till they are available.

Checking Instructions

37. On receipt of the type package, please see if the wrapping, packing or nailing shows any signs of being tampered with.

38. Please check the style, body/number of the types, borders, etc., before laying them in a case or pulling out a proof.

39. Complaint as to missing letters must be accompanied by a BLIND PROOF of the whole font without using any ink; this is best pulled on a hand or a proof press on soft paper.

40. If, however, a printed proof is necessary, then put a freshly inked piece of paper face downwards on a soft paper and an inked proof can then be had without inking the types.

41. The contents should be carefully checked with your order and our invoice and any complaint as to any discrepancy or shortage, should be reported to us within three days of the receipt of the articles; no complaint will be entertained if any types, borders, rules and/or blocks have been laid in a case or inked or in any way used.

"Pi" or Old Types

42. To help printers to dispose of their used, worn out or old types, we accept them as "pi" in exchange of payment for our new types or other materials. Current rates for such "pi" will be given on application.

General Conditions

43. ⅓ advance payment should be sent with the order, the balance to be paid before delivery or would be drawn through Bank or by V. P. P.

44. When articles are required to be sent urgently by post, additional amount to cover postal charges should be remitted with the advance.

45. Purchaser agrees to our current prices unless any reference to the contrary. The price quoted is subject to withdrawal at any time until the order is accepted and confirmed by us.

46. Packing and forwarding charges 3% and 1% respectively extra; minimum rupee one and annas eight respectively.

47. Transport Insurance, can be arranged extra, when desired, on account of the purchaser, at minimum 4%.

48. A quotation or an estimate is subject to confirmation on receipt of the order and the goods referred to being available for its execution when the order is received.

49. Telegrams, Cables or Telephone Trunk Calls are sent or exchanged at buyers' cost only.

50. Discount, if any, is payable only when full payment is made. Payment is to be made in Bombay either in cash or by hundi/draft or cheque cashable Bombay. Collection charges on cheques or hundies, if any, to be paid by the purchaser. For goods sent on credit, payment is to be made within three days from the date of the invoice unless otherwise arranged.

51. Bills remaining unpaid three days after presentation are charged 9% interest.

52. Customers who have no account with us are requested to send their trade references with orders.

53. Goods in stock are offered subject to being unsold.

54. In respect of prices of imported articles, they are based on current exchange, insurance, freight and duty rates and they are liable to modification to allow for the fluctuations that may cause a rise between the prices on the day of the quotations and those in force at the time of the execution of the order.

55. The time of delivery is stated as accurately as possible, but is not guaranteed and is also subject to extension to cover delay caused by strikes, lock-outs, works' breakdown, fire, or any other event beyond our control. The purchaser can not cancel the order without our consent. Goods once sold will not be taken back or exchanged.

56. Our liability ceases when goods have left our premises or godowns and no claim for breakage or damage will be accepted thereafter. All machines as well as other articles are open to purchaser's inspection before despatch. Delivery is effected at our premises unless otherwise stated. We do not hold ourselves liable for damage, breakage or shortage which may occur in transit from any cause whatsoever.

57. No responsibility attaches to us in the despatch of goods if we have to use our discretion either for want of correct or due to incorrect information about town or railway station or regarding style, size, weight, number or body, as the case may be, of types, borders, blocks etc., or about booking instructions viz., whether by post, passenger or goods train or by sea, or in respect of drawing i. e. by V. P. P. or through Bank. Unless specifically stated by the purchaser, goods purchased will be sent uninsured and at owner's risk only.

58. The Post offices detain V. P. for eight days only. Such V. P. or Railway Receipt must, therefore, be honoured in time.

59. In the event of ordered goods being not taken delivery of by the buyers or if they fail or refuse to take delivery of the goods already booked, they will be charged insurance, warehouse charges, and interest at 9% and/or if necessary, we shall be at liberty also to call back same from wherever booked and/or to dispose off same at the risk and on account of the buyers who undertake to make good any loss or deficiency arising therefrom. In any such event the advance money will be forfeited.

60. Whenever demurrage or any return freight charges etc., are incurred, they are debited to the account of, and are payable by, the buyers.

61. Illustrations of articles are merely to give a general idea and must not be considered as binding; details are not guaranteed.

62. No claim of whatever nature will be made against us for suspension, part fulfilment or late execution of the order.

63. All contracts for the sale of the goods or for hire-purchase shall be deemed to have been made in Bombay only and all claims thereunder are payable in Bombay.

64. Any action or suit to be instituted in Bombay only.

65. Any dispute to be referred to arbitration in Bombay.

GUJARATI TYPE FOUNDRY

SOME USEFUL INFORMATIONS

Point Bodies Against Old Names

The following table gives the names of the old bodies and their new designation by *approximate* points.

Size or Body	Old Name
3-Point	Excelsior or Minikin
3½ ,,	Brilliant
4½ ,,	Diamond
5 ,,	Pearl
5½ ,,	Ruby or Agate
6 ,,	Nonpareil
6½ ,,	Emerald
7 ,,	Minion
8 ,,	Brevier
9 ,,	Bourgeois
10 ,,	Long Primer
11 ,,	Small Pica
12 ,,	Pica
14 ,,	English or 2-line Minion
15 ,,	3-line Pearl
16 ,,	2-line Brevier or Columbion

Size or Body	Old Name
18-Point	Great Primer
20 ,,	2-line Long Primer or One Nick or Paragon
22 ,,	2-line Small Pica or Double Small Pica
24 ,,	2-line Pica or Double Pica
28 ,,	2- line English or Double English
36 ,,	2-line Great Primer or Double Great Primer
40 ,,	Double Paragon
48 ,,	4-line Pica or Canon
54 ,,	9-line Nonpareil
60 ,,	5-line Pica
72 ,,	6-line Pica

Number of Ems in One Pound of Type

Two by two inches (four square inches) of solid type weigh approximately one pound. To find the number of ems in a square inch of type divide the following number by four.

5-Point	829 ems	7-Point	423 ems	10-Point	207 ems
5½-Point	685 ems	8-Point	324 ems	11-Point	171 ems
6-Point	576 ems	9-Point	256 ems	12-Point	144 ems

No. of Inches to a Pound of Leads or Slugs of 54 Point Height

1-Point	Leads	250	4-Point	Leads	63
1½-Point	,,	167	6-Point	Slugs	42
2-Point	,,	125	12-Point	,,	21
3-Point	,,	83			

Relative Sizes of Type

The following are the number of ems to a font of various bodies of type:

12-Point	72.5 ems	9-Point	96.5 ems	6-Point	143 ems
11-Point	79 ems	8-Point	108.5 ems	5½-Point	158 ems
10-Point	87 ems	7-Point	124 ems	5-Point	174 ems

Old Names of the Size of the Paper Expressed in Standard Measure in Inches

Foolscap Folio	13 × 9
Crown ,,	15 ×10
Demy ,,	17½×11½
Royal ,,	20 ×12½
Foolscap	16½×13¼
Crown	20 ×15
Demy	22½×17½
Royal	27 ×20
Super Royal	29 ×22
Double Foolscap	27 ×17
Double Crown	30 ×20

Double Demy	35×22½
Double Royal	40×27
Double Super Royal	43×29½
Quad Crown	40×30
Ex. Quad Crown	45×30
Quad Demy	45×35
Ex. Quad Demy	50×35
Quad Royal	50×40
Ex. Quad Royal	55×40
Double Quad Crown	60×40
Double Quad Demy	70×45

The Business Printer

News Fonts — Gujarati Type Foundry — Bombay 4

SHORT ADVERTISEMENTS

FOR SALE: American Factory Rebuilt Chandler & Price Treadles, complete with treadle and power arrangement, roller stocks, roller mould, chases, and long ink fountain in 8x12, 10x15 and 12x18 sizes. Guaranteed to give as good work as new machines. Perfectly reliable. Prices on application to the G. T. F., Bombay 4.

FOR SALE: Hand and Power Drive, strong heavy frame, finely finished and perfectly made Cutting Machines with latest improvements. All sizes. Write to the G. T. F., Bombay 4.

FOR SALE: Strong and reliable Perforating Machines with elegantly polished boards and sectional perforating arrangement. They are guaranteed to perforate through round holes. For Hand Lever and Treadle in different sizes. Sold by G. T. F. Bombay 4.

FOR SALE: Foot and Hand Lever Wire Stitching Machines complete with spool, wire coil, spare parts and tools as well strong iron stand, polished table and drawer. All sizes available. Stocked by G. T. F., Bombay 4.

SWASTIK 卐 ROLLER COMPOSITION is the best for rollers of all kinds of printing machines. It is serviceable for all seasons. *Ask G.T.F.*

8 POINT ROMAN No. 3

ABOUT TYPE FACES

No commission is held from the type founders to boost their game. There is no disposition to create sales for them for the mere sake of boosting business, but there is a disposition to urge upon printers and publishers the necessity of "changing their act" typographically.

The sooner printers come to look upon the buying and "selling" of type faces the same as a merchant looks on the buying and selling of goods—that is, following the fashion and cashing in upon current demand—the better it will be for all concerned.

Take an example and a possible comparison: There are printers (both in the commercial shops and in newspaper ad alleys) who get hold of a new face of type about once every five or six years and simply work it to death. They don't abandon it or consider a new investment until the whole font is smashed flat. By comparison, what would happen to a clothing merchant, say, who bought a lot of one style of clothing and one style of fabric and pounded away at that until, simply in course of time, it was all sold? *You know the answer.*

9 POINT ROMAN No. 3

POLITICAL PRINTING

Keeping away from many unhealthy subjects is the desire of The Business Printer and politics is one them. It has no place in trade publication read by thousands of printers and publishers of all political faiths.

While it may not be vitally necessary to speak of politics and politicians in their relation to business men who, by the very nature of their businesses must meet them in trade, it has become almost an obligation, every four years at least, to give a little trade advice on printing for politicians engaged in a political campaign.

Many years of experience in handling political printing tempts this warning: "Don't do it!" But, since printers are in business to do printing, they will continue to accept copy from political organizations just as they have done since the first days of the East India Company. *Party affiations, personal friendships and other consideration enter*

10 POINT ROMAN No, 3

THE GOLDEN AGE OF PRINTING

Gold, the one desire of humanity, the one thing that seems to open wide the gates to happiness and supply all the wants of mankind.

Golden is the opportunity to strike out with a new note, to tear aside conventionality, and while retaining the art of the old, boldly show a newness that is pleasing and different. No mere imitation, but rather a new adaptation, a new innovation a regrouping of white space and matter-the trying for new effects.

There is also a Golden opportunity for business success in printing as well. The times are ripe for the new and as always the new commands the best price. For the old there is always competition a surplus market a bread and butter call. The new must be sold but if of a

11 POINT ROMAN No. 3

BOOK FACE

9 POINT
ROMAN No. 1
60 lbs

GOLD INK printing on all super-calendered, coated and glazed papers can be accomplished with great success with any good grade of gold ink offered by the dealers. A set of new, medium soft rollers is necessary, and yellow ink is first applied to fountain and machine for making ready. The best results are obtained with very light impression, which prevents entirely the rough appearance around the edges of the subject which is so noticeable with the average gold ink printing. It is necessary also to give strips of heavy cardboard on the runners, so as to allow the rollers to just about touch and roll lightly over the forme. After the press and fountain are washed from the yellow ink there remains little doubt as to cleanliness. The gold ink is then applied *through the fountain. This is very important, as the main success in gold ink printing is cleanliness and the continuous running*

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&
ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ
12345 abcdefghijklmnopqrstuvwxyzæœ 67890

10 POINT
ROMAN No. 1
60 lbs

THIS is very important, as the main success in gold ink printing is cleanliness and the continuous running of a full colour through the fountain. With the use of the fountain double-rolling is unnecessary, and work will leave the press bright and with full lustre. After running an hour or so, it will be noticed that a large amount of ink has accumulated on the disc. This can be scraped off with a pallet knife and placed back in the fountain. It is best to wash-up during the dinner-hour, or during any long stop. To Ensure Brightness: Difficulty is often found in obtaining the degree of brightness in bronze work and this applies not only to bronze pure and simple but to bronze colours. *All the metallic bronzes and bronze colours may be brightened in effect and improved in colour under the action of blocking*

ABCDEFGHIJKLMNOPQRTUVWXYZÆŒ&£
ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ
12345 abcdefghijklmnopqrstuvwxyz 76890

11 POINT
ROMAN No. 1
60 lbs

THE AMERICAN POINT SYSTEM

It is safe to claim that a gain of quite 50 per cent is made in the facility with which a good taking-design could be put into type where the Point System Rules. This System makes the Printer independent of the Founder because the Printer is able to use types of one Foundry with those of the other, if the Standard of 72 point to an inch is adopted by all Founders. There is no necessity to keep separate the quads and spaces coming from different foundries. This System is made more perfect if the leads, fur

abcdefghijklmnopqrstuvwxyzæœ
ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ 67890

It is safe to claim that a gain of quite 50 per cent is made in the facility with which a good taking-design i

12 POINT
ROMAN No. 1
60 lbs

QUESTION OF QUALITY

The keen competition, which is seen in every branch of the printing industry, has produced the unfortunate result that the printer, while purchasing material, more often considers only the FIRST COST. Unfortunate, because there is as great a difference in the various QUALITIES of type as in the various grades of paper, ink, etc., and LOW PRICED type is always DEAREST in the end. Many of the foundries limit their COMPETI

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWX
12345 ABCDEFGHIJKLMNOPQR 67890

The keen competition, which obtains in every branch of the printing industry has produced 12

18 POINT
ROMAN No. 1
60 lbs

WHEN WORKING WHITE INK: In setting a job that is required to be printed in white ink, exercise care not to employ too small type, or that which has a tenedncy to fill up. Clean-cut type of a medium tone is good for this work. A pen design or ornament nearly always looks well printed in white ink on cover stock, but it must be clean and open, other wise it is likely to fill up. 12345

White Printing on Dark Paper: The difficulty in printing white on dark paper is to preserve the contrast, i.e., to prevent the dark ground from appearing lighter. The best way of obviating this difficulty is to print on powdered *mineral pigments, with a vehicle of*

ABCDEFGHIJKLMNOPQRST
ABCDEFGHIJKLMNOPRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

---

6 POINT
ROMAN No. 3
60 lbs

TO ENSURE BRIGHTNESS

Difficulty is often found in obtaining the desired degree of brightness in bronze work, and this applies not only to bronze pure and simple, but to bronze colours. All the metallic bronzes and bronze colours may be brightened in effect and improved in colour under the action of blocking and embossing presses. These appliances, together with the necessary dies, are, however, expensive, and only to be acquired by those with a regular and large amount of bronzed work. For ordinary and general work a note by W. J. Kelly may well be quoted. Only sufficient printing size (ink) should be carried on the forme as will hold the bronze to the surface evenly and solidly. Too much ink size will sweat the bronze, impart a rough surface and tarnish its ordinary lustre. This is the cause of very much of the bronze printing being a failure. Too much size also increases the difficulty of applying the bronze. Too little size endangers the adherence of the bronze powder, permitting it to rub off when cleaning off surplus material. When bronze is applied by hand, use clean cotton in mediumsized wads, and take up the powder sparingly, or cleaning-off will prove more difficult than when the right quantity is taken at a time. By being rubbed *into the ink sizing rapidly, but lightly, bronze is capable of receiving much more additional lustre than when too much sizing or too much bronze powder*

ABCDEFGHIJKLMNOPQRSTUVWXYZ&£
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890
abcdefghijklmnopqrstuvwxyzæœ

---

7 POINT
ROMAN No. 3
60 lbs

TO ENSURE BRIGHTNESS

By being rubbed into the ink sizing rapidly, but lightly, bronze is capable of receiving much more additional lustre than when too much sizing or too much bronze powder has been applied. Brisk, but light, rubbing with the cotton pad, and the right quantity of bronze to cover the printed surface, are very effective means for developing the brightness of the bronze. In cleaning off the bronzed work, fresh and clean wads of cotton should be used. These should be changed frequently and the printed surface polished lightly by brisk rubbing. Indeed, this is where a little good elbow-grease will prove very effective in working up a splendid lustre on the bronze. When the stock has thus been cleaned off, after the bronze has dried, a greater degree of lustre and brightness may be imparted to the bronzed printing by feeding the sheets through the machine a second time, discarding the use of the rollers in doing so. *An additional sheet may be added to the tympan–a sheet of enamelled or coated paper being best–the smooth*

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
12345 ABCDEFGHIJKLMNOPQRSTUVWYZ 67890
abcdefghijklmnopqrstuvwxyzæœ

8 POINT
ROMAN No. 3
60 lbs

TO ENSURE BRIGHTNESS

An additional sheet may be added to the tympan—a sheet of enamelled or coated paper being best—the smooth side out. The sheets must be carefully fed in, just as in the case of absolute register of second-colour operation. Running the sheets through a second time causes the flaked particles of the bronze powder to amalgamate so closely as to resemble gold or silver leaf, thereby producing a rich brilliancy only equalled by real leaf metal. In running the printed work through the machine a second time, the face of the forme should be carefully rubbed over occasionally with a clean piece of dry muslin rag, so as to clear it of accumulations of bronze powder, which if permitted to *so as to clear it of accumulations of bronze powder, which if permitted to remain on the forme would roughen and deaden the bronze.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

9 POINT
ROMAN No. 3
60 lbs

THE STRONGER WAY OF PAPER

Paper made on the machine is always stronger the running way than across, and for printing purposes the strongest way of the paper should be the short way, being less liable to stretch with the pull of the formes. To print brass or tin-plate by letterpress, it is necessary to give the surface of the metal a coat of lacquer or varnish. Metal thus prepared will take ink readily. INKS TO BE KEPT AT HAND: The very fact that the paper will vary, and furthermore is supplied often through the printer's customer from different *mills, makes it all the more necessary that the printer, especially in smaller towns distant from ink supply, shall keep on*

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ& 67890
abcdefghijklmnopqrstuvwxyz

10 POINT
ROMAN No. 3
60 lbs

INKS TO BE KEPT AT HAND.

The very fact that the paper will vary, and furthermore is supplied often through the printer's customer from different mills, makes it all the more necessary that the printer, especially in smaller towns distant from ink supply, shall keep on hand a good supply of inks (especially black inks) of different grades. In cylinder machine inks for coated stock he should keep on hand three inks: one good body, rather strong "tack"; *a quick drier suitable for general run of paper; and a third extra soft and normal drier for a paricularly soft paper.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
12345 ABCDEFGHIJKLMNOPRSTUVWXYZ& 67890
abcdefghijklmnopqrstuvwxyz

11 POINT
ROMAN No. 3
60 lbs

INKS TO BE KEPT AT HAND.

By mixing these inks to meet the needs of his paper he can turn out an A 1 job without having to add either drier or reducer, either of which would weaken the color of the ink and hence detract from the intensity of the impression. For super-sized and calendered paper he should have on hand a quick-drying ink and for machine-finished paper an ordinary book ink. *These inks, together with the three inks for coated stock, will constitute a very*

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
abcdefghijklmnopqrstuvwxyz

12 POINT
ROMAN No. 3
60 lbs

INKS TO BE KEPT AT HAND

These inks, together with the three inks for coated stock, will constitute a very complete equipment. His resources could be further increased by adding to his stock a bluish black and a reddish-black for fine work, for in modern printing one finds a wide difference of tastes between these two shades, and a demand for each. To Obtain Colour Register: In doing colour work the first step is to make key sheets, which is simple enough. In taking an impression of the succeeding formes it will be found that almost invariably a line is a trifle out of register here, and a cut there. Some cuts may need a little straightening up to fit the key forme. It may be that these alterations are slight, yet the forme must be unlocked and be readjusted to perfectly fit the key forme, and all this takes time, and "time is money." The stoneman has spent his valuable time locking up the formes to be, as he believes, about right, and if it is for a platen press and a close register job, it is almost sure to come back for trueing up. And then the machineman is waiting while the other man is making the changes, thus greatly increasing the cost. The same is true *of cylinder formes, except that most cylinder pressmen attend to this final registering them*

ABCDEFGHIJKLMNOPRSTUVWY
ABCDEFGHILMNOPRSTUVY
12345 abcdefghijklmnopqrstuvwxyz 67890

6-POINT
OLD STYLE
60 lbs

TO OBTAIN COLOUR REGISTER

The same is true of cylinder formes, except that most cylinder pressmen attend to this final registering themselves. First, procure a sheet of gelatine the size of the forme, or, better still, about the size of chase (this may be obtained from any lithographer for from one to three rupees a sheet according to size). After printing the key sheets feed in the gelatine in the usual manner, which will give a clear impression of the key forme upon its transparent surface. This should be allowed to dry; when necessary, it may be used at once. By turning the printed side of gelatine down upon the face of following formes, and registering it with a line or cut, preferably one near the guide corner, it may be seen at once just where to make the changes. Should the forme contain wide gutters or a great deal of white space, and the sheet of gelatine be inclined to settle in these parts, this may be overcome by laying pica slugs upon the metal furniture, or a frame may be made for the gelatine out of reglets and fastened with small clamps, keeping it perfectly flat. The gelatine can be washed with turpentine and a rag, and, with reasonable care, used any number of times. *On the other hand, instead of using a sheet of gelatine (which is sometimes not readily procurable) an offset sheet of manilla paper is taken when running key*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

7-POINT
OLD STYLE
60 lbs

TO OBTAIN COLOUR REGISTER

On the other hand, instead of using a sheet of gelatine (which is sometimes not readily procurable) an offset sheet of manilla paper is taken when running key sheets, and small sections of it cut out so that when placed on the forme to be registered, with the offset side up, the openings permit of seeing just the position of lines in forme or plate. This plan has been used on colour work that required four or more formes, without necessitating lifting a forme after once sent to press. Another point of advantage is that the offset sheets may be kept indefinitely and used again and again, though, of course, for subsequent runs, the key forme would have to be registered to the offset sheet. For this work, manilla of about 24×36-in., 90-lb., is preferred. Cheap white card can be satisfactorily used. Another method employed by many is to print a key sheet on a medium *weight white paper, then rub over the back of it a little machine oil. This renders the sheet as nearly transparent as gelatine,*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

8-POINT
OLD STYLE
60 lbs

TO OBTAIN COLOUR REGISTER

Another method employed by many is to print a key sheet on a medium-weight white paper, then rub over the back of it a little machine oil. This renders the sheet as nearly transparent as gelatine, and may be used in the same manner. ¶MAKE-READY ON PLATENS. The following method has been found by experience to produce fairly good results:-Put two sheets of hard paper on the platen. Pull a few press proofs on art paper, say about 24 lb. demy; from one of these cut the high-lights away, from another the shadows, and paste them on to the one from which the high-lights have been cut, being careful to scrape down the edges to avoid abruptness, and affix in position to the top sheet *on the platen. Loosen the lower gripper carefully, add two more sheets and as much make-up as is needed to tighten. Under these*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890

abcdefghijklmnopqrstuvwxyz

9-POINT
OLD STYLE
60 lbs

MAKE-READY ON PLATENS

Under these two sheets, and immediately covering the overlay, put a stout piece of cardboard, say about five or six-sheet, and then pull. It is useless to take an impression without the cardboard, and a little experience will soon show whether it is too stout or otherwise. The top sheets can be let down and the cord removed to allow of the patching-up of the type, but the latter must be returned exactly in the same position. When the job is finished, examination will show that the overlay has become practically *embedded in the card, thus hardening or reinforcing it where required.* *1234567890*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890

abcdefghijklmnopqrstuvwxyz

10-POINT
OLD STYLE
60 lbs

WHERE AND HOW TO BRONZE

Here is a suggested plan for a bronzing department, and a note on bronzing itself:—For bronzing in large quantities a small room should be available at the back end of the pressroom, with plenty of glass windows and a large self-closing door. The walls of this room should be air-tight on the pressroom side, being ventilated by windows opening outside in other directions. Do the size-printing on a machine near the bronze-room. *Sheets need not then be carried far to bronzing machines. In a smaller establishment where there are no bronzing*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345 ABCDEFGHIJKLMNOPRSTUVWY 67890

abcdefghijklmnopqrstuvwxyz

11-POINT
OLD STYLE
60 lbs

WHERE AND HOW TO BRONZE

In a smaller establishment where there are no bronzing machines, this little room idea is just as practical as in a large plant. Quick bronzing can be done here by hand on large tables by using good quality raw cotton, changing it as results look dull. The soiled cotton can be turned inside out and used again. For obvious reasons the cotton *should be dipped into the bronze very lightly. The application to the size by rubbing should also be*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890

abcdefghijklmnopqrstuvwxyz

12-POINT
OLD STYLE
60 lbs

WHERE AND HOW TO BRONZE

For obvious reasons the cotton should be dipped into the bronze very lightly. The application to the size by rubbing should also be very light. On coated, super and glazed papers, no after-dusting is necessary if the bronze is applied lightly and carefully. On fine work requiring wiping with clean cotton, place a small quantity of machine oil between two manila sheets and rub the cotton on the oiled sheets before wiping the work. This clears the sheets absolutely free from supefluous bronze and gives polish and lustre. When operating bronzing machines, set with a full-running flow of bronze. After 4 or 5 hours, if the work begins to look dull, remove the bronze from the fountain and inside the machine, and sift it through a fine flour sieve to clear of dirt and lumps. Then add half of its own quantity of good fresh bronze and replace in the fountain. Occasionally remove the brushes also and clean them well with a wire brush. A bronzing machine should be oiled very carefully and sparingly, as excess of oil is apt to get into the brushes and ruin the work. When work on the machine needs a second wiping, remove all bronze from parts of the machine, also remove the brushes which apply the bronze, *to ensure best results. Separate sets of brushes should be used on green and red*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

16-POINT
OLD STYLE
60 lbs

WHERE AND HOW TO BRONZE:-Separate sets of brushes should be used on green and red bronze, as rich gold and pale gold could scarcely be worked successfully after on green and red brushes without hours of careful cleaning. Use separate brushes

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstvwxyz

18-POINT
OLD STYLE
60 lbs

WHERE AND HOW TO BRONZE:-Use separate brushes for green and red. ¶Temperature of Stock-room:-If it is possible to keep the room at a temperature of sixty-five degrees, with a good current of air passing through,

ABCDEFGHIJKLMNOPQRS
abcdefghijklmnopqrstuvwxyz

BOOK FACE

8-POINT
CASLON OLD FACE
60 lbs

CASLON TYPE AND ITS APPROPRIATE USE

The story of William Caslon, and the type face which bears his name, is a tale that has often been told, but is one that is well worth repeating because of its interest to all who are in any way concerned with printing, either as producers or as users of the printer's product. The last quarter century has witnessed a great increase in the uses of printing. Immediately following, and in many cases coincident with, the growth of newspaper and periodical advertising, came a realization of the power of printing to promote the sale of products of printed salesmanship. From the printing press comes a great flood of booklets, catalogues, folders, and other forms of direct advertising. The amount of money advertisers are spending in this way is rapidly increasing. Indeed, from present indications there is reason to believe that the time is not distant when more money will be spent in the various forms of direct advertising than is expended *in newspapers and periodicals. The reason for this is the greater economy and effectiveness of direct publicity, there being no waste circulation, each piece of*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 abcdefghijklmnopqrstuvwxyz 67890

10-POINT
CASLON OLD FACE
60 lbs

CASLON TYPE AND ITS APPROPRIATE USE

Printed advertising going direct to the person most likely to be interested in what the advertiser has to sell. Simple as is the principle behind direct advertising, not until recently has it been fully recognized. But now that the appreciates the great value of this method of gaining publicity the advertiser is making use of it more and more every year. It is this recognition which has been chiefly responsible for the remarkable growth of the printing industry during the past twenty years. But despite this recent and wonderful *development of the function of printing, its early and primary purpose remains unchanged. The noble art is still the foster mother of all learning.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

11-POINT
CASLON OLD FACE
60 lbs

CASLON TYPE AND ITS APPROPRIATE USE

There were books before Gutenberg invented movable types; from the monasteries of Europe there came forth an infinitely small but steady stream of manuscript books, slowly and laboriously produced. But these served only to keep feebly burning the lamp of knowledge. Not until Gutenberg made his great discovery was modern civilization possible; not until then was it possible for learning, and wisdom also, to knock at every man's door. In this great work Caslon type had a *leading part, more prominent perhaps than that of any other type face because of its almost universal use during a period when the world*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

12-POINT
CASLON OLD FACE
60 lbs

CASLON TYPE & ITS APPROPRIATE USE

The world was casting off the political and religious fetters of medieval times and gaining the ideals which govern us today. Before telling the story of William Caslon, and pointing out the many virtues, as well as the few shortcomings, of Caslon type, it may be well to glance briefly at the status of printing *before Caslon's time. By so doing the reader will gain a more clear conception of the importance of this type face.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890
abcdefghijklmnopqrstuvwxyz

14-POINT
CASLON OLD FACE
60 lbs

WE CONFIDENTLY REST OUR Typographic reputation upon this real Caslon. There is nothing 'machinelike' about the face here shown; all the charm of the original handcut letter has been preserved. Thousands of type faces have had their little day and sunk into oblivion. Caslon Old Style has slowly and steadily woven its way in to the fabric of modern typography. Its vitality has made it survive. The fact that this type shows an ever-increasing popularity after two centuries of usefulness is bound to make the printer pause to admire and respect it-*not alone for reasons of art, but for its rupees and annas value as a highly effective type face*. What is the secret of this type's long-lived popularity ? Obviously, it must be explained on no other ground than that of its adaptability to the better class of printing. *It is really hard to over-rate the worth of Caslon type.* No type has yet been made that can match it for all-round usefulness, for grace and dignity in high places, and for clearness and neatness in ordinary work. It comes nearer being foolproof in the hands of the bungling novice and the venturesome compositor than almost any other type. Any printer having his choice of one English type-all the rest

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345 ABCDEFGHIJKLMNOPQRSTUVWXYZ 67890

abcdefghijklmnopqrstuvwxyz

OLD STYLE SERIES

Card Fonts

10 A About 2 lb. 4 oz. 18-POINT OLD STYLE 20 a About 2 lb. 13 oz.

WE ARE THE ORIGINATORS OF Sanskrit and Gujarati Italics. They are Beautiful New Style Letters 24

12 A About 2 lb. 8 oz. 16-POINT OLD STYLE 20 a About 2 lb. 13 oz.

GOLD MEDALS & CERTIFICATES Are awarded to the Gujarati Type Foundry for types cast in Copper Alloy 35

21 A About 2 lb. 10 oz. 12-POINT OLD STYLE 50 a About 3 lb. 10 oz.

COPPER ALLOY TYPE IS THE MOST DURABLE It gives Excellent Results in Electrotyping Be your own Colorist. Some printers run away with the idea that there are no colors except those supplied by the 23

24 A About 2 lb. 1 oz. 10-POINT OLD STYLE 60 a About 3 lb. 3 oz.

IT DOES NOT OCCUR TO THEM THAT GIVEN A STOCK of Five Reds, Yellows, Blues, Blacks and Browns They can produce by admixture of any two or more of these and often with the assistance of a reliable white ink, a palette of almost endless variety. Any one of ordinary thinking power understands 12

8-POINT OLD STYLE

24 A About 1 lb. 5 oz. 60 a About 2 lb. 4 oz.

INDUSTRIAL PROGRESS At the present day, with the Help of the steam engine, telegraph, Printing Press and other modern labour saving appliances, large and 23

6-POINT OLD STYLE

30 A About 1 lb. 1 oz. 75 a About 1 lb. 11 oz.

OLD METHOD OF CASTING TYPE The Type-castor Took in his Left hand the mould, which was imbedded in a wood frame, and shielded about the jet, to protect him from accidental splashes of melted metal. Then with his right hand

SMALL CAP FONTS: 12-POINT, 18 A, About 1 lb. 2 oz. 10-POINT, 24 A, About 1 lb. 8-POINT, 24 A, About 14 oz. 6-POINT, 30 A, About 10 oz.

HHHHHHHHH

For prices see separate list

IMPROVE YOUR PRINTING
BY USING

TYPES
BORDERS
ORNAMENTS

CAST BY

GUJARATI TYPE FOUNDRY

GIRGAON--GAIWADI

BOMBAY No. 4

REASONS

Why you should buy copper - alloy Types ?

◦O◦

THE GUJARATI TYPE FOUNDRY

Gaiwadi -- Girgaon

BOMBAY, 4

SERVICE WITH QUALITY
IS A PLEASURE BOTH TO
THE GIVER AS WELL
AS TO THE RECIEVER.

* * *

A TRIED HOUSE OF
GUJARATI TYPE FOUNDRY
LOCATED AT GIRGAON-BOMBAY 4
RENDERS BOTH, TO YOU
& ALL, AT ALL TIMES

BOMBAY BUGGY & WAGON Co.
PICKET ROAD · DIN BUILDING · BOMBAY

:: WHOLESALE AND RETAIL ::
HARDWARE AND BRASSWARE
PAINTS · VARNISHES · FARM IMPLEMENTS

WAGONS · SURREYS · BUGGIES
HARNESS AND SADDLERY ETC.

QUALITY—OUR MOTTO

TYPES, BORDERS
ORNAMENTS ETC.

LEADS & SLUGS
BRASS RULES

**THE GUJARATI
TYPE FOUNDRY**
GIRGAON-BOMBAY No. 4

CASES, CABINETS
CHASES, QUOINS

PRINTING MACHINES OF ALL KINDS

INVOICE No. .... BOMBAY, ... 192

M ....

DR. TO

ANDERSON FURNITURE WORKS
CUP-BOARDS · CHAIRS · TABLES · SHOWCASES ETC.

Quantity	Description	Rate	Rs.	as.	ps.

OLD STYLE ITALIC SERIES

14 A About 1 lb. 12 oz. 12-POINT OLD STYLE ITALIC 32 a About 2 lb. 3 oz.

THE POINT SYSTEM PRACTICALLY

Applied. It is wiser to treat a subject more particularly from its practical application than from a theoretical standpoint, believing that in this particular subject a little demonstration is likely to impart more instruction than a volume of theory. For the benefit of the younger generation and the uninitiated, it is necessary to briefly explain that 49

15 A About 1 lb. 2 oz. 10-POINT OLD STYLE ITALIC 38 a About 1 lb. 14 oz.

WHAT IS MEANT BY "THE POINT SYSTEM"

Is a recognised and uniform system of producing type and materials from what we may term a mean basis, so that they are interchangeable, and bear a distinct relationship to each other. In studying type four main features must be taken into consideration, 'Height-to-paper, Face, Body and Beard.' 'Height-to-paper' means the exact height of the type itself. The 'Face' is its printing surface and as this gives the impression on 53

22 A About 1 lb. 2 oz. 8-POINT OLD STYLE ITALIC 60 a About 1 lb. 14 oz.

THE PAPER, THE TERM IS MORE GENERALLY

Applied to define the character or style of the letter itself: as, for instance, Old Style, Roman and so forth. The 'Body' of the type is the "shank" or "trunk" upon which the face is cast, and it is this which determines its size. By "Beard" we mean the distance or space between the line or bottom of the printing surface and the lower or outside edge of the type itself, and this is determined by the position of the face on the body. It is to two latter of these four fundamental principles that the Point System applies; its aim being to bring to a relative 24

27 A About 1 lb. 1 oz. 6-POINT OLD STYLE ITALIC 67 a About 1 lb. 7 oz.

UNIFORM STANDARD ALL TYPE AND MATERIAL

Under the Old System, not only do the standards of the various type-founders disagree, some more and some less, with each other, but in many cases some of the bodies bear no direct relationship to other bodies cast by the same founders. This was not purposely brought about. In the beginning uniformity was unknown in any trade or profession. The Type-Founder and Punch-Cutter paid attention chiefly to producing a good face or character of letter, and then, succeeding in this point, of placing that face upon a body suitable to it. And as each succeeding font was completed it became necessary to distinguish it by a name, such as English, Pica, Long Primer or Brevier etc. 12345

HHHHHHHHHHHHH

LAW ITALIC

18 A About 3 lb. 14-POINT LAW ITALIC 50 a About 4 lb. 8 oz.

THE ACCUSED, PAGI AMTHA KALA, is notified of the postponement of this action, that the prosecution might collect evidence to prove the murder of which he is accused. A man was found murdered by the side of a road to Heaven on the bright 11th of the 234

24 A About 2 lb. 15 oz. 12-POINT LAW ITALIC 70 a About 5 lb. 3 oz.

No. .... *Rs.* ....

Thirty Days after the 8th of April 1927 the undersigned promises to pay the GUJARATI TYPE FOUNDRY, at Bombay, in cash 2345 Rupees 7 annas for invoice of Standard Line, Point Set, Point Body Type, Gujarati Art Ornaments, 100 feet of Dadabhoy and Congress Borders each, Brass Rules

32 A About 2 lb. 11 oz. 10-POINT LAW ITALIC 100 a About 5 lb. 3 oz.

HEARTY CONGRATULATIONS! Age of Invention 1905

Be it known to whom it concerns that on the .... *day of February, 190* .... *appeared in the morning newspapers of Bombay a paragraph that the Gujarati Type Foundry, obtained a Gold Medal and a Certificate for type cast in its celebrated Copper Alloy Type Metal, on Labor Saving methods like Point Line Set systems. A Gold Medal is a rare prize and they 123*

32 A About 1 lb. 11 oz. 8-POINT LAW ITALIC 100 a About 3 lb. 4 oz.

PRACTICAL HINTS ON COLOR WORK

Blue, red and yellow are the three primary colors. If we take any two of these primaries and mix them, we have a secondary color. Thus, blue and red form violet, blue and yellow give green, red and yellow make orange. Each of these secondary colors harmonizes perfectly with the primary which does not enter into its composition. Violet, for instance-itself a mixture of red and blue-harmonizes with yellow; green, having no red in its composition, agrees well

SURENDRA SERIES

18 A About 2 lb. 12-POINT SURENDRA 36 a About 2 lb. 8 oz.

THE POINT SYSTEM INEVITABLE.

THE PRINTER could not ignore the Point System, if he desired to do so, without becoming hopelessly out of date. But he does not need to empty his case-room on Saturday, and start on point bodies on Monday. This blessed privilege is not in the reach of any one who is not affected by a fire. The correct course to pursue in making a gradual change

36 A About 1 lb. 14 oz. 8-POINT SURENDRA 75 a About 2 lb. 9 oz.

BUY BIG LABOUR-SAVING FONTS OF BRASS RULE AND THEN

Order special lengths from the Gujarati Type Foundry to sort them up to your requirements. In addition to these special lengths for general use, certain stock rules should be in every composing-room. The nature of these depends upon the class of work handled. If the printing is largely of booklets, etc., stock sets of rules in sixteen and thirty-two-page quantities should be cut to fit the common sizes of pages. These sets should be kept in a special case reserved for them and should be taken out only when you have the work that demands them. 12345

45 A About 1 lb. 7 oz. 6-POINT SURENDRA 90 a About 1 lb. 14 oz.

MAKE UP SETS OF SAY TWO STYLES OF RULE TO FIT ALL YOUR REGULAR-PAGE

Sizes and have them carefully cut and mitred by the Gujarati Type Foundry, will not only save many yards of rule in the course of a year but will cut out the long hours spent in adjusting new sets of rule. Having these, standard-page sizes will save time in composition and will enable you vastly to improve the quality of your work at small additional expense to the customer. If your work be blanks and general commercial printing, the same system of stock-rule lengths can be worked out. Take the down rules on blanks as an example. On all these forms, such as order blanks, where the faint lines are machine ruled, a standard length for the down rules should be 1234567

30 A About 2 lb. 6 oz. 10-POINT SURENDRA 60 a About 6 lb.

BE CONSISTENT IN BUYING.

REALLY high-grade printing can be done only with foundry type; and of course it goes without saying that the best type not only gives the best results, but that it is the most economical. At the same time we give the utmost care to the perfection of the details of type manufacture in depth of face, accuracy of line, set, height, body and finish. In all these details we have been entirely, 12345

SMALL CAP FONT: 12-POINT 16 A About 14 oz. 10-POINT 20 A About 14 oz.

For prices see separate list

SURENDRA ITALIC SERIES.

20 A About 2 lb. 3 oz. 12-POINT SURENDRA ITALIC 60 a About 4 lb.

TAKE CARE FOR STANDING MATTER.

Amongst our new patterns in the Printers' Teak Wood Furniture, we have added a cabinet for storing safely the standing matter. This cabinet is closed on three sides and has 16 drawers with nice holding buttons. Each drawer has a brass numbered plate for easy reference. Instead of wood runs, we have attached 1234

30 A About 1 lb. 8 oz. 8-POINT SURENDRA ITALIC 70 a About 2 lb. 2 oz.

A NEW SERIES IS AN INSIPRATION TO THE COMPOSITOR,

And an attractive offering to the new customer. It may often be made to pay for itself, if, as soon as it is received, an attractive announcement is sent out, set in the new face, and calling attention to it and the shop's facilities. Advertising men are particularly keen for the attractions of a new and attractive type face. Every progressive printer confesses about the leadership of the Gujarati Type Foundry in supplying every day something anew. Just as dress fashions are changing every day in France, so we are looking forward with new patterns.

30 A About 1 lb. 6-POINT SURENDRA ITALIC 70 a About 1 lb. 5 oz.

IN CONNECTION WITH THE PRESENT ARRANGEMENT OF TYPE FACES

We have found that the plan of adopting one series for all the display in a publication has not only been an important time-saver, but has resulted in exceptionally attractive work. When all the display is in one face, the workman wastes no time studying different faces for variety's sake. As an illustration a careful observer will find in this handy specimen book several display pages, suitable for different kinds of work in one & the same series of types. We are the first in India to introduce this novel system of advertisements. Ere long we shall be trying to bring out a book of designs as a ready reference guide for miscellaneous job work, suitable for Indian Printers.

30 A About 2 lb. 4 oz. 10-POINT SURENDRA ITALIC 70 a About 2 lb. 15 oz.

RECTENGULAR STEEL RUNS FASTENED WITH SCREWS,

To ensure safety for the very heavy load of the standing matter, which rests on each board. Even the fully loaded drawers glide so smoothly with the help of the underneath tiny wheels on these steel runs, that the printer has no difficulty to shift the matter from one side to another. If desired, we cover these boards with fine even zinc sheets. He blesseth his master for such a labour saving cabinet. 1234567890

For prices see separate list

The INITIAL Letter

THE INITIAL is primarily an eye catcher. Care should be taken, however, not to set it to work too hard at this business of catching the eye. An initial that clamors too loudly for attention will attract the eye so persistently that it will be difficult for the reader to follow the text without continually reverting to the start of the paragraph. If it does this its full purpose is defeated, because its purpose is to catch the eye and start the reader in such a way that he gets the entire story in logical order. So make your initials just strong enough to get attention, not so strong that they distract the attention. They can be decorative or plain, in a different color than the text, or in the same color if the initial is of the same tone as the body matter. . . . .

TYPE SIMPLICITY

SIMPLICITY IN TYPOGRAPHY DEMANDS THE SELECTION OF TYPE FACES THAT ARE PLEASING TO THE READER'S EYE; ALSO THE ARRANGEMENT OF MATTER IN A PLAIN AND APPROPRIATE MANNER

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY No. 4

EVERYTHING FOR THE PRINTERS

Highest quality can neither be given nor obtained at the lowest price. If price is lowered, quality must be lowered. If quality is lowered, what do you gain?

GUJARATI
TYPE
FOUNDRY
BOMBAY
No. 4

HISTORY OF
INDIAN BIRDS

NARMAD PUBLISHING
COMPANY, SURAT

Children's Cricket
Carnivals
SURAT
1927

PROGRAMME:

Baroda Group .. .. .. Feb. 10
Madras Group .. .. .. Feb. 11
Calcutta Group .. ,, Feb. 12
Inter-Provincial Group Feb. 13

PRIZES TO WINNERS

I AM THE PRINTING PRESS

I AM the Printing Press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I SING the song of the world, the oratories of history, the symphonies of all time.

I AM the voice of to-day, the herald of to-morrow. I weave into the warp of the past, the woof of the future. I tell the stories of peace and war alike.

I MAKE the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I INSPIRE the midnight toiler, weary at his loom, to lift his head again and gaze with fearlessness into the vast beyond, seeking the consolation of a hope eternal.

WHEN I speak, a myriad people listen fo my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

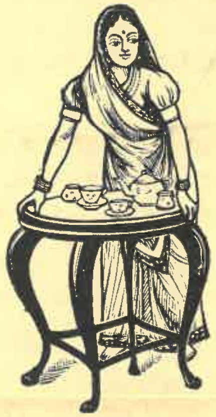
I AM the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter.

I AM the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splender of riches; at sunrise, at high noon, and in the waining evening.

I AM the laughter and tears of the world, and I shall never die untill all things return to the immutable dust.

I AM the Printing Press.

INDIAN
TEA ROOMS



Under the management of Shrimati Shushila Devi, Tea Rooms will be opened at

JEWELLERY BAZAR

¶ The convenience of this location and the exquisite apartments will appeal to both sexes.

¶ We anticipitate the pleasure of serving you with a Cup that contains no tannin.

"What is the Secret of Success?"
Asked a Printer.

"Make a good impression"	—said the Pressman.
"Carry a good line"	—said the Linotype.
"One thing at a time"	—said the Monotype.
"Stick to the point"	—said the Caster.
"Avoid errors"	—said the Proofreader.
"A good make up"	—said the Compositor.
"Get together"	—said the Folder.
"Be honest"	—said the Counter.
"Keep going"	—said the Motor.
"A good turnover"	—said the Roller.
"Be on the level"	—said the Imposing Stone.
"Use your head"	—said the Mallet.
"Mind your P's and Q's"	—said the Case.
"Keep to the mark"	—said the Gauge Pin.
"Have a sure grip"	—said the Quoin.
"Use me in good printing"	—said the TYPE.

Mr. and Mrs. Hardmetal Types
announce the marriage of their daughter
Artistic Engraving
to
Mr. Correct Style
at the rooms of
G. T. F. Premises, Girgaon-Bombay

To-day,
During marriage hours.

PEARL & ROSE BORDERS

TUKARAM SERIES

4 A About 6 lb. 48-POINT TUKARAM 5 a About 5 lb.

8 ELCETRO 8
Type Designers

4 A About 3 lb. 8 oz. 36-POINT TUKARAM 6 a About 3 lb. 8 oz.

GOLD MEDALS
Awarded for Types,
Brass Rules, Composing Sticks, etc.

5 A About 3 lb. 30-POINT TUKARAM 8 a About 3 lb.

PRINTING DEVICES.
Best wood good for printer
are only made by Gujarati
Type Foundry in India 123

For prices see separate list

TUKARAM SERIES

12 A About 2 lb. 10 oz. 18-POINT TUKARAM 24 a About 3 lb. 8 oz.

ORIGINAL TYPE PRODUCTS

In our opinion “Quadrat” is the bulliest advertisement-writer in the business. In true patent medicine style he leads you along 123456789

27 A 8-POINT TUKARAM 56 a
About 1 lb. 8 oz. About 2 lb. 2 oz.

GUJARATI BRASS RULE, BRASS

Leads and slugs, and brass and copper spaces. Next in importance to Type is Brass Rule, and to do good printing such as is demanded now-a-days by accurate advertisers—and most of the good ones are very accurate 12345678

30 A 6 POINT TUKARAM 64 a
About 15 oz. About 1 lb. 6 oz.

THE RULE MUST BE AS ACCURATE AS

Type, we have introduced Brass-rule-making machinery in our factory. Raw material of the best grade is used to give our customers good results. As a result our Brass Rule business is probably the largest of any type foundry in the country and is growing rapidly. All this makes it easier for us to give the best material and service at the minimum price 123

9 A About 3 lb. 24-POINT TUKARAM 18 a About 3 lb. 14 oz.

THE TUKARAM SERIES IS

Well adapted for folders, pamphlets, catalogues, book-work, invitation 51

15 A 12-POINT TUKARAM 33 a
About 1 lb. 10 oz. About 2 lb. 4 oz.

THINGS IN FOUNDRY

We are type-founders and concentrate our efforts upon making and marketing good type and in this we do not 8

24 A 10-POINT TUKARAM 50 a
About 1 lb. 14 oz. About 2 lb. 10 oz.

INTEND TO BE EXCELLED

We make and market Gujarati, Nagari, Jaini, English, Urdu, Sindhi, Persian and Kanarese Type borders, ornaments and confine their sale to our own 12

HHHHHHHHHHHHHHHHH

For prices see separate list

GOOD PRINTING
IMPOSSIBLE WITHOUT
GOOD TYPES

REAL SERVICE

Every business has its ideals and ambitions, its personnel, products and methods of sale. Printing is the art of bringing these elements together in one compact, representative, harmonious whole. Your printing should express the advantages there is in specialized skill, for good printing like a good man, will live long to the ends of usefulness and service. ¶ To achieve this object you only need buying best types manufactured and supplied by

The Gujarati Type Foundry
Gaiwadi-Girgaon, BOMBAY No. 4

10 A About 3 lb. 12 oz. 24-Point Bonerjee 15 a About 3 lb. 15 oz.

Bombay's 1st Ptg. Press. At this important juncture in the history of the Gazette it is not out of place to recall the circumstances under which the 1st printing 1237

16-Point Bonerjee
15 A About 2 lb. 10 oz. 25 a About 2 lb. 14 oz.

The birth of a properly-organized body for the discovery and publication of the written wisdom of the East has rightly been ascribed to Sir James Mackintosh, "the man of promise," who 1246

12 A 18-Point Bonerjee 18 a
About 2 lb. 15 oz. About 2 lb. 12 oz.

The tale is of more than passing interest, inasmuch as it shows that only five years after Humphrey Cooke took possession of the Fort and Island from the Portuguese Lady of the Manor, there was what in modern parance we should describe as an antiquarian and literary movement afoot 12356

---

21 A About 2 lb. 4 oz. 12-Point Bonerjee 54 a About 3 lb. 3 oz.

BUT IN VIEW OF THE LATTER, OF WHICH WE Subjoin an extract, written on the 9th January, 1670, we must perforce conclude that the first appearance of the literary spirit synchronized almost precisely with the cession of the island by the Portuguese and by no means with the inconsiderable immigration of natives of India which characterized the early years of British Dominion. The letter in question was addressed by the Deputy Governor and Council of Bombay 12345

8-Point Bonerjee
30 A About 1 lb. 8 oz. 66 a About 2 lb. 1 oz.

THE PRECISE IDENTITY OF Bhimgee Parakh has been lost behind the shadow-curtain of Time; but one is tempted to believe that he was perchance a kinsman of the famous Nima Parakh, who voyaged with his family from Diu in 1677 and formed with them the vanguard of that vast company of merchants which has invaded our island during the course of the last two centuries and a half. It is surely possible that the reports which 349

6-Point Bonerjee
30 A About 15 oz. 75 a About 1 lb. 7 oz.

THE LETTER OF REQUEST FOR THE Printer, who was to save "the Brahminy writings" from oblivion, set forth upon its long journey by land and sea, and, reaching London after many months, was warmly welcomed by the Directors, who replied on the 3rd April, 1674, that they had "engaged Mr. Henry Hills as Printer for the Island of Bombay at a salary of £50 per annum and had despatched him in one of their ships with a printing press, type, and a considerable quantity of paper." The whole cost of the business was, they added, to be charged to Bhimgee. But where as the Bania's sole object was the 1234567

24 A About 1 lb. 10 oz. 10-Point Bonerjee 60 a About 2 lb. 9 oz.

BHIMGEE PARRACK (PARAKH) MAKES HIS HUMBLE Request to you that you would please to send out an able Printer to Bombay, for that he hath a curiosity and earnest inclination to have some of the Brahminy writings in Print: and for the said Printer's encouragement he is willing to allow him £50 sterling a year for three years and also to pay the charges of tools and instruments necessary for him. And in case that will not be sufficient he humbly refers it to your Prudence to agree with the said Printer according as you shall see good, and promises to allow what you shall enorder. 'Tis not improbable that this curiosity of his may 123469

Small Cap Font: 12-Point, 16 a About 14 oz. 10-Point, 20 a About 12 oz.
8-Point, 24 a About 10 oz. 6-Point, 24 a About 8 oz.

HHHHHHHHHHHH

SO EDUCATE YOURSELF THAT YOU MAY RISE FROM THE MECHANICAL TO THE INTELLECTUAL PLANE OF PRINTING AND SELL PRINTING FOR ITS POWER, RATHER THAN BY THE NUMBER OF IMPRESSIONS.

HAVE YOU EVER USED
SWASTIKA BRAND
ROLLER
COMPOSITION
FOR TROPICAL CLIMATE?
IF NOT, USE IT

卐

SUPPLIED BY
GUJARATI TYPE FOUNDRY
GAIWADI - GIRGAON - BOMBAY 4

GOOD
PRINTING
Indicates that self respect which all admire and to which all pay the tribute of
:: confidence ::
BUY OUR
TYPES
to execute such
GOOD PRINTING
THE GUJARATI
TYPE FOUNDRY
BOMBAY No. 4

JANUARY, NINETEEN TWENTY-EIGHT

1928	JANUARY					1928
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

THERE is a heap of virtue in a postage stamp. Best of all, it sticks to the job until it has delivered the goods.

EVERY month we use a lot of Postage stamps to tell other people about our Types. Ask us to show you how it pays.

PRINTING WITHOUT THINKING IS SHOOTING WITHOUT AIM

GUJARATI TYPE FOUNDRY
LEADERS IN TYPE STYLES
BOMBAY 4

Telegram 'GUTYFO'
☎ 22942

SHRIMATI UMA DEVI
NEHRU

Proprietor: Gopal G. RANGE
Telephone 23924
THE BOMBAY JEWELLERY MART
Guaranteed Pure GOLD & PLATINUM Ornaments
ELPHINSTONE CIRCLE
Fort, BOMBAY No. 1

WE SOLICIT YOUR ORDERS ON THE LINES OF ORIGINALITY OF CONCEPTION, QUALITY, SERVICE AND PROMPTITUDE

..........192

24-POINT BONERJEE ITALIC

8 A About 2 lb. 15 oz. 15 a About 3 lb. 6 oz.

'Tis not improbable that this curiosity of his may tend to a common good, and by the industry of some searching spirits produce discoveries out of those or other ancient 12345

16-POINT BONERJEE ITALIC

15 A About 2 lb. 6 oz. 25 a About 2 lb. 8 oz.

From Diu in 1677 and formed with them the vanguard of that vast company of merchants which has invaded our island during the course of the last two centuries and a half. It is surely possible that 12345678

18-POINT BONERJEE ITALIC

10 A About 2 lb. 8 oz. 20 a About 2 lb. 14 oz.

Manuscripts of these parts which may be useful or at least grateful to Posterity. The precise identity of Bhimgee Parakh has been lost behind the shadow-curtain of Time; but one is tempted to believe that he was perchance a kinsman of the famous Nima Parakh, who voyaged with his family from 1234

12-POINT BONERJEE ITALIC

20 A About 2 lb. 2 oz. 50 a About 3 lb. 2 oz.

THE REPORTS WHICH BHIMGEE DESPATCHED

To his home from Bombay were partly responsible for Nima Parakh's express desire "to settle with his family and trade on the island of Bombay, from the fame which he hath heard of the Honourable Company's large commerce, upright dealing, justice and moderation to all persons that live under the shadow of their Government." The letter of request for the printer 123456789

8-POINT BONERJEE ITALIC

28 A About 1 lb. 6 oz. 80 a About 2 lb. 2 oz.

PUBLICATION AND CONSERVATION OF THE ANCIENT SCRIPTURES

Of the East. The Directors, who were deeply imbued with the religious sentiments of Puritan England, discerned in Bhimgee's proposal a chance to bring their own scriptures to the notice of the dusky thousands of Bombay, and openly stated in a subsequent despatch of March the 8th, 1676, that :—" We should gladly hear Bhimgee's design about the printing do take effect, that it may be a means to propagate our religion whereby souls may be gained as well as estates." On Mr. Hills' arrival, Bhimgee suffered some disappointment ; for the type which the former brought with him was, like himself, purely 123456

6-POINT BONERJEE ITALIC

28 A About 12 oz. 80 a About 1 lb. 10 oz.

WESTERN AND APPARENTLY THOUGH A SKILLED PRINTER

He was far from being a founder. In consequence, though presumably many a document in the English language was issued from the press, the ancient puranas and treatises, so dear to Bhimgee, remained as before in the form of roughly-strung collections of palm-leaves or sparse manuscripts in the handwriting of a Brahman priest. But the Directors realized that the religious love of the Gentus or Gentiles might possess an antiquarain, if not a spiritual, value ; and on the 15th March, 1678, about eight years after Bhimgee had made his first request, they decided to send out a typefounder " to cut the Banian letters." At this point, the story of 123456

10-POINT BONERJEE ITALIC

28 A About 1 lb. 13 oz. 80 a About 3 lb. 1 oz.

WHO WAS TO SAVE "THE BRAHMINY WRITINGS"

From oblivion, set forth upon its long journey by land and sea, and reaching London after many months, was warmly welcomed by the Directors, who replied on the 3rd April, 1674, that they had " engaged Mr. Henry Hills as Printer for the Island of Bombay at a salary of £50 per annum and had despatched him in one of their ships with a printing press, type, and a considerable quantity of paper." The whole cost of the business was, they added, to be charged to Bhimgee. But whereas the Bania's sole object was the 1234567

HHHHHHHHHHH

Chandulal G. Gami
Mcchine Minder

Dhanbai Kapadia

Queen's Road
BOMBAY

V. H. Malvania
Letterpress Printer

752, Bazar Street,
Saraspur, AHMEDABAD

V. D. Bhatt
Compositor

Dr. Miss Nagutai Joshi

Sandhurst Road
BOMBAY 4

☎ 22942

Gujarati Type Foundry
Leaders in Type Styles
Gaiwadi-Girgaon
BOMBAY

Telegram
"GUTYFO"

Personalised Printing

PRINTING well done, has personality--it presents its subject crisply; it has beauty--charm. It holds your attention, and sells you the ideas which it presents. It is like a speaker with a message--a singer with a song; which is remembered long after the sound of the voice has gone.

FOR executing such effective printing buy the correct and most popular Type Styles from

Gujarati Type Foundry
Printers' Best Friends
Gaiwadi - Girgaon
BOMBAY

Pearl & Rose Borders

Practical Notes on
ROLLER CASTING

THE PRINTCRAFT
PUBLISHING Co.
Fort, BOMBAY

FOR SALE OR HIRE
CARS AND COACHES

Mohun Roy
Rampart Row
BOMBAY

THE OLD PRESSMAN SAYS:

¶ NEVER attempt to clean or oil a press while it is in motion. Remember that "a fool and his fingers are soon parted". ¶ THAT for printing deckle edged stock on platen presses a reglet glued on to the tympan for a feed edge is better than quads or guage pins. ¶ THAT it is a good plan to cultivate the habit of listening for unnatural sounds while press is running. In this way worn or broken parts are easily detected. ¶ THERE is no excuse for a dirty press. Wipe all the oil holes after oiling and you will not have so much oil gathered on the zinc under the press, which should always be kept clean.

SET IN MOSAIC BORDER

TILAK SERIES

8 A About 2 lb. 2 oz. 18-POINT TILAK 16 a About 3 lb.

STANDARD LINE TYPE

Lining perfectly and labor-saving, thus adding to profits and making pleasing effects in progressive 12345

15 A About 1 lb. 14 oz. 12-POINT TILAK 24 a About 2 lb. 4 oz.

SUPERIOR STANDARD LINE SYSTEM

One of the highly important changes is our lining system. A glance at the specimen sheets issued during the past few years will show that 123

18 A About 1 lb. 15 oz. 11-POINT TILAK 30 a About 2 lb. 14 oz.

ART PRESERVATIVE OF ALL ARTS.

In our country the importance and the usefulness of the art of Type Founding are not properly appreciated by the Printer. It therefore rests with a Type Founder himself to approach and explain one and all Brother Printers 12345

18 A About 1 lb. 10 oz. 10-POINT TILAK 30 a About 1 lb. 13 oz.

DISTANCE NO LONGER AN OBJECTION

The ancient idea, that it was cheaper, wiser, or more convenient to buy type and material of the nearest dealer, now abides again in the mind of unthinking, unprogressive printer. The Type Foundry which has an absolutely 246

16 A About 1 lb. 4 oz. 9-POINT TILAK 28 a About 1 lb. 10 oz.

GUJARATI TYPE FOUNDRY.

The designing and manufacturing of Type, to meet present day needs, calls for much more than artistic and mechanical skill. The Type Founder, to be successful, must not only understand the needs of the printers, but must anticipate them. He must foresee what will be required by the ever advancing Art Preservative 1234

For prices see separate list

HINDUSTAN

AND

THEIR HINDU

RULERS

SHIVAJI MAHARAJ

THE LIFE PUBLISHING Co., BOMBAY.

STANDARD LINE
GTF
POINT SET BODY
GUJARATI TYPEFOUNDRY

DE VINNE SERIES

4 A About 13 lb. 6 oz. 72-Point De Vinne 5 a About 12 lb.

SURAT
On Tapti

4 A About 10 lb. 12 oz. 60-Point De Vinne 5 a About 10 lb. 10 oz.

RAJPUT
Romances

4 A About 8 lb. 12 oz. 54-Point De Vinne 5 a About 8 lb. 4 oz.

INCREASE
Printing 45

For prices see separate list

DE VINNE SERIES

4 A About 7 lb. 2 oz. 48-POINT DE VINNE 5 a About 6 lb 12 oz.

IMPORTING
Best Grade of
Newspaper

4 A About 5 lb. 5 oz. 42-POINT DE VINNE 6 a About 5 lb. 8 oz.

PRINTING
Ink is Used by
All Indian Press

5 A About 4 lb. 14 oz. 36-POINT DE VINNE 8 a About 5 lb. 6 oz.

IT IS CHEAP
No Intermediate
Profits Gained 31

For prices see separate list

WHAT WE GIVE YOU
TO HELP YOU SELL

NO "DISAPPOINTMENT"

SQUARE PRINTERY

MARKET SQUARE
BOMBAY

6 pt. Nana Border

DO YOUR
CONSTITUENTS
KNOW
THE WORTH OF
GOOD TYPOGRAPHY
?

IF NOT,
EXPLAIN
THEM

RELY ON G.T.F.'S
HELP TO DO IT

DE VINNE SERIES

6 A About 4 lb. 2 oz. 30-POINT DE VINNE 9 a About 4 lb.

INDIAN JOURNAL
The pioneers of Indian
Press had to defend 12

8 A About 3 lb. 6 oz. 24-POINT DE VINNE 10 a About 3 lb. 2 oz.

PRESS PROSECUTIONS
A recitation of the joys and
sorrows of those who were
the sponsors of journalism 1

10 A About 2 lb. 10 oz. 18-POINT DE VINNE 16 a About 2 lb. 14 oz.

DECLARE OUR INDEPENDENCE
In the course of time our Mahome-
dan brothers will find that their
interests, political and economical 5

12 A About 1 lb. 15 oz. 14-POINT DE VINNE 18 a 2 About 2 lb. 4 oz.

THE DE VINNE FAMILY HAS ITS
Members and relation in the Condensed
and the Italic Groups. The style shown here
is yet popular amongst the printers where
bold or heavy face would be required 123456

For prices see separate list

DE VINNE SERIES

16 A About 2 lb. 12-Point De Vinne 20 a About 1 lb. 12 oz.

THE HISTORY OF THE ORIENTAL 'SWASTIKA' The word 'Swastika' is derived from the Sanscrit, meaning good fortune, well=being, welfare. It is the oldest known symbol in the world, and is found in pre=historic graves and ruins in all quarters of the globe. In India, where it probably originated 2

20 A About 1 lb. 6 oz. 10-Point De Vinne 26 a About 1 lb. 7 oz.

IT IS FOUND IN THE MOUNTAINS CARVED UPON SOLID ROCK While in Arizona it is painted upon walls of the canars. The ancient Greeks, cliff dwellers of America and Brazilians adopted it for their pottery. Throughout China and Japan it is used as a sign of long life, good wishes and good fortune. The Buddhists regard it as the emblem of the seal of Buddha's heart; and right here in America at the present time some of our Indians employ 12

22 A 8-Point De Vinne 30 a
About 1 lb. 2 oz. About 1 lb. 2 oz.

AS A SACRED SYMBOL
In India every Hindu=wife, after the sacred morning bath, worships the door of her house, marking the thresh=hold with the Swastika sym=bol with kunku and spreading rice and flowers over it. Almost all the religious ceremonies of the 1234568

22 A 7-Point De Vinne 34 a
About 14 oz. About 1 lb.

THE HINDUS REQUIRE THE SWASTIKA Symbol. The Navajos weave it into their blankets and manufacture it from silver. During the past few years it has made giant strides towards popularity in the United States, and it is now the reigning fad, being used on Post Cards, Jewelery, etc. As Typographical embellishments they are bound to meet with printer's 2

24 A 6-Point De Vinne 36 a
About 13 oz. About 14 oz.

PRIMARY COLORS COMBINATION
A very attractive and intensively practical chart showing twenty=six variations in shade produced by the combination of three primary solid colors and three uniform tint half=tones of red, yellow and blue has been derived by Charles Hellmuth to illustrate who practical color effects are produced by the use of three=color inks. The tonal value of the half=tone impression of the red 45678

24 A 5½-Point De Vinne 36 a
About 11 oz. About 13 oz.

IMPRESSION OF THE RED PLATE
Has sixty=three per cent of unit area covered with color at one hundred and fifty lines per inch. This plate shows a large amount of ink spreading, as can be seen from the diagram figure, wherein the darker shading represents the squashed-out portion. The half=tone effect is produced with connected dots running at thirty degrees to the horizontal rising towards the right hand; the squashed out portion forms serrated 45

For prices see separate list

SATISFACTION
VERSUS
CHEAPNESS

BUYING TYPES Is very similar to buying a new coat, a pagri or hat or even sweets. The price varies with the quality of the product, and the best costs more and is more satisfactory than the cheapest.

PLACARD SERIES

3 A About 16 lb. 72-POINT PLACARD 4 a About 16 lb. 3 oz.

HAIL!
System

3 A About 11 lb. 2 oz. 60-POINT PLACARD 4 a About 11 lb. 10 oz.

LINING
Of Type

3 A About 9 lb. 10 oz. 54-POINT PLACARD 4 a About 9 lb. 8 oz.

Golden 12
Printing 7

HHHHHHHHHHHHHHHHH

For prices see separate list

PLACARD SERIES

3 A About 8 lb. 4 oz. 48-POINT PLACARD 4 a About 9 lb. 5 oz.

BRASS
Rule case ❧

4 A About 8 lb. 2 oz. 42-POINT PLACARD 5 a About 7 lb. 8 oz.

EXPENSE
The slightest
possible ❧ 13

4 A About 5 lb. 12 oz. 36-POINT PLACARD 6 a About 6 lb. 7 oz.

CASE WILL
Save the face 9

4 A About 4 lb. 2 oz. 30-POINT PLACARD 6 a About 4 lb. 5 oz.

THIS IS TRUE TO
So great an extent

For prices see separate list

BORDERS
and How to Use Them

Gujarati
Border
No. 1272

WE--the Type Founders solemnly declare that our chief functions are to supply what the printers ask for--to see that they get what they want--and to ask to be paid only for what we give them.

12-Point Gujarati Border No. 1252

GLORIOUS ART!
Thy children hail thee!
Tyrants only are thy foes;
Freedom's Day-Star!
Naught shall pale thee-
Dark was earth-
Till PRINTING rose!

PLACARD SERIES

❦

7 A About 4 lb. 2 oz. 24-Point Placard 10 a About 4 lb. 6 oz.

SWASTIKA BRAND
Roller Composition 6

7 A About 2 lb. 10 oz. 18-Point Placard 10 a About 2 lb. 13 oz.

EXPENSIVE BRASS RULE
2 Should be handled like 2
glass. All new rule should

10 A About 2 lb. 12 oz. 16-Point Placard 15 a About 3 lb.

❦ THE MINUTE THAT A PIECE ❦
Shows a break or worn ends it
should be taken from the font

12 A About 1 lb. 13 oz. 12-Point Placard 18 a About 2 lb. 3 oz.

❦ BEWARE OF BUYING YOUR BRASS ❦
Rules in strips from elsewhere and then
letting the men cut it up to fit every job
6 that comes along. In the first place 6

12 A About 1 lb. 9 oz. 10-Point Placard 18 a About 1 lb. 12 oz.

THEY GO ON A PRESS. IN THE SECOND
Place by this system you will accumulate
vast quantities of rule and odd lengths
and sizes that must either be left to knock

14 A 8-Point Placard 20 a
About 1 lb. 7 oz. About 1 lb. 9 oz.

BRASS RULES ARE CUT
From sheet brass which
has been hard-rolled to
bodies, or thicknesses

15 A 6-Point Placard 24 a
About 15 oz. About 1 lb.

TO ANY LENGTHS THAT
A customer may require, but
when furnised in strips are
usually two feet long. For
convenience we designate ❧

These Special Characters are put up with several fonts of Placard Series.

E O R S The of ct o f fi fl & ❦ ❧

For prices see separate list

Resolved!

That if the only thing
a man gets out of his
business is money,
it's a good business for
him to get out of, for--
"wretch, concentred
all in self"-he has not
fulfilled his destiny
which is to add his
mite to the might of
human advancement,
be it mechanical, in-
dustrial or cultural;
economic, artistic or
typographic.

Gujarati Type Foundry
Gaiwadi-Girgaon
BOMBAY 4

Gujarati Border No. 1825

Old
Benares
Brass

Our exquisite but not necessarily expensive workmanship, original and thoroughly artistic designs find great favour with Pilgrims and Visitors to Benares. ◆ Each piece is an original creation without a duplicate.

When you come to visit our Show Room, ask to see the rare collection of old Benares Brass which is exceptionally beautiful.

The Benares
Produce Stores.

YOUR MONEY BACK AND
A NEW PAIR OF SHOES
FREE

if you find paper in the Insoles, Outsoles, Heels or Counters of a pair of Shoes manufactured by

The
BANDRA SHOES
& HEELS Mfg. Co.
BOMBAY

Manufacturers of
"*The* all Leather Shoes that Satisfy"

3 A About 9 lb. 60-POINT PLACARD ITALIC 4 a About 8 lb. 5 oz.

USE ONLY
Best steel 5
composing

3 A About 6 lb. 2 oz. 48-POINT PLACARD ITALIC 5 a About 6 lb. 4 oz.

DECORATE
Your Bill=head
& Letter=head
with our best 9
Electro Blocks.

---

4 A About 4 lb. 36-POINT PLACARD ITALIC 6 a About 4 lb. 6 oz.

GOOD PRINTER
Should aways keep
6 himself in touch 7

5 A About 2 lb. 10 oz. 24-POINT PLACARD ITALIC 12 a About 3 lb. 9 oz.

STYLE IN A WRONG
Place produces bad effects
and hence the time, labour
and cost spent after it are
5 all wasted. This series 5

4 A About 2 lb. 15 oz 30-POINT PLACARD ITALIC 8 a About 3 lb. 12 oz.

WITH THE STYLE
Of type required for 8
displaying news, job 9
and ads. A wrong 45

Good Job Printing

WITH SPLENDID DESIGNS

* * *

Gujarati Type Foundry

BOMBAY

Be it Known To the Public

The reason why I have hitherto been able to do printing so much cheaper than anybody else is because I am a Bachelor and do not need to make a profit for the maintenance of a wife and children.

It is my duty to inform the Public that this advantage will shortly be withdrawn, as I am about to be married. You will therefore do well to send in your orders at once for the old rates.

Yours

Kumar Ashram
HARDWAR

Bachelor of Printing

Bakool Borders A & B

STANDARD LINE GTF POINT SET BODY GUJARATI TYPE FOUNDRY

PLACARD ITALIC SERIES

7 A About 1 lb. 11 oz. 18-Point Placard Italic 16 a About 2 lb. 10 oz.

BUY BIG LABOUR=SAVING Fonts of brass rule and then order special lengths from the Gujarati Type Foundry to sort them up to

10 A About 1 lb. 6 oz. 12-Point Placard Italic 25 a About 2 lb. 4 oz.

OF WORK HANDLED. If the printing is largely of booklets, etc., stock sets of rules in 16 and 32 page quantities should be cut to fit 123456789

14 A About 1 lb. 6 oz. 10-Point Placard Italic 32 a About 1 lb. 15 oz.

TO FIT THE COMMON Sizes of pages. These sets should be kept in a special case reserved for them and should be taken out only when you have the work that demands them. 67890

9 A About 1 lb. 11 oz. 14-Point Placard Italic 20 a About 2 lb. 7 oz.

YOUR REQUIREMENTS. In addition to these special lengths for general use, certain stock rules should be in every composing=room. The nature of these depends upon the class 123456

14 A About 14 oz. 8-Point Placard Italic 32 a About 1 lb. 6 oz.

TO MAKE UP SETS OF SAY Two styles of rule to fit all your regular=page sizes and have them carefully cut and mitered by this type foundry, will not only save many yards of rule in the

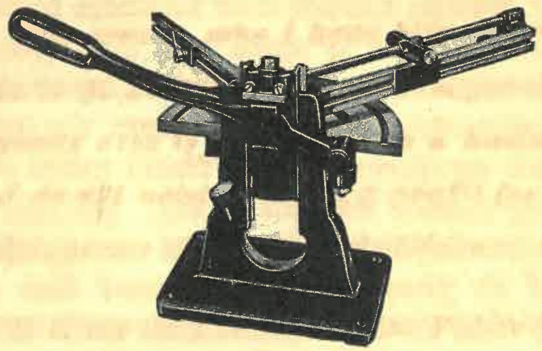
16 A About 10 oz. 6-Point Placard Italic 36 a About 15 oz.

COURSE OF A YEAR BUT WILL CUT Out the long hours spent in adjusting new sets of rule. Having these standard=page sizes will save time in composition and will enable you vastly to improve the quality of your work at small additional expense to the 345

HHHHHHHHHH

For prices see separate list

Mitering Machine



ALWAYS alert to the advantages of new devices that will save time (which means money) for our clients, we carry in stock this wonderful new labor=saving mitering machine. In the mitering of rules (either brass or metal) it saves from one=half to two=thirds time as compared with the old, and now obsolete, hand method.

Gujarati Type Foundry
Gaiwadi Girgaon
BOMBAY 4

STOP! LOOK! LISTEN!

THE next time when you are tempted to buy types selling at low price and consisting of poor alloy which claim these goods are best, **Stop, Look** and **Listen** to this bit of suggestion, which if used will save your many hard earned rupees. ¶ Just ask yourself what Results you can expect from them. Go into a little one-man conference and think what you want this thing called TYPES to do. Do you want to have more impressions taken out from them? To add to your bank balance? Get results? Then--if this is what you want--will merely low priced types or types of poor alloy get you the results you want? We believe not. What is wanted and needed in most cases is durable types. Be sure you get only the G. T. F.'s best standard quality Types.

SOME printers approach their customers in the attitude of a humble employee. Others have an air of intelligent co-partnership. Guess who gets the big work.

PRINTER'S INK

Only a dab of black stuff that spreads like soft butter--but it is a worker of more miracles than were ever conjured up by all the magicians. For it can make men think, desire, feel, act, and buy.

Gujarati Border No. 803

THE SERVICE CREAMERY

Manufacturers of

COW BRAND

BUTTER

and Buyers & Suppliers of

MILK AND CREAM

Byculla Bridge - BOMBAY NO. 8

GAIKWAD SERIES

3 A About 11 lb. 72-POINT GAIKWAD 4 a About 10 lb.

RIGHT
Bodies 61

3 A About 8 lb. 4 oz. 60-POINT GAIKWAD 4 a About 7 lb. 8 oz.

PHŒNIX
Machines 1

4 A About 7 lb. 10 oz. 48-POINT GAIKWAD 5 a About 6 lb. 10 oz.

LEADING 5
Manufacturer

For prices see separate list

GAIKWAD SERIES

5 A About 4 lb. 15 oz. 36-POINT GAIKWAD 8 a About 5 lb. 4 oz.

BRASS RULES
Are supplied in 5

6 A About 3 lb. 14 oz. 30-POINT GAIKWAD 9 a About 3 lb. 13 oz.

INDIAN PRINTERS
Beware. Foreign made
Wood Goods do not

8 A About 3 lb. 8 oz. 24-POINT GAIKWAD 12 a About 3 lb. 10 oz.

REGARDING INKS.
To reduce a yellow or red for
a three-color job with boiled

10 A About 2 lb. 6 oz. 18-POINT GAIKWAD 16 a About 2 lb. 8 oz.

IT DOES OF COURSE SOFTEN
The ink and make it work smoothly
on the press, but it is apt to cause 234

16 A About 2 lb. 12-POINT GAIKWAD 30 a About 2 lb. 10 oz.

THE NEXT COLOR WILL NOT ‘TAKE’ ON IT.
Of course this applies particularly to our ink
which already has sufficient drier in it. Such an
ink for a first color, if too stiff or strong, should

For prices see separate list

GUJARATI PRINTING AND ENGRAVING CO.

PRINTERS & ENGRAVERS

Printcraft Building, Top Floor
Hornby Road, BOMBAY 1

1928	July	1928			
Sun	1	8	15	22	29
Mon	2	9	16	23	30
Tues	3	10	17	24	31
Wed	4	11	18	25	
Thur	5	12	19	26	
Fri	6	13	20	27	
Sat	7	14	21	28	

Write it on your heart that every day is the best day in the year. —Emerson.

Gujarati Ground Border No. 1241

THE BIKANER KAMALI

A MONOGRAPH

ON

INDIAN RUGS AND KAMALIS, TOGETHER WITH SPECIAL NOTES ON COLORS, BORDERS, DESIGNS AND VARIETIES AND PRACTICAL HINTS FOR BUYERS

BY
A SWADESHIST

GTF SERVICE IS DEPENDABLE

THE PERIOD You're right, Mr. Comp, if you consider it as a work of art a period is not much to look at. You would never suspect it was worth ninety-nine bones. But it makes that much difference if your cheque is Rs. 100.0.0 or Rs. 10000.

Gujarati Border No. 1215

3 A About 12 lb. 8 oz. 72-POINT SAYAJI 4 a About 10 lb. 4 oz.

INDIAN
Founder
has well 2

3 A About 8 lb. 14 oz. 60-POINT SAYAJI 4 a About 8 lb.

SELECT
Quotation
of latest 12

For prices see separate list

---

4 A About 6 lb. 10 oz. 48-POINT SAYAJI 5 a About 6 lb. 9 oz.

ORIGINAL
Indian Types
might only be
used by those

5 A About 5 lb. 36-POINT SAYAJI 8 a About 5 lb. 8 oz.

PRINTERS WHO
Desire to enliven
the Indian Industries and who have
India's good at 123

For prices see separate list

Pledge of the Gujarati Type Foundry

We Believe

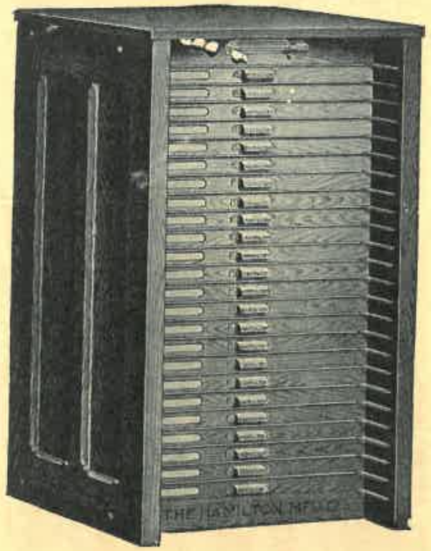
We Believe in the boundless possibilities of the ever expanding business between our friends the Printers and us.

We Believe in our ability to satisfy our large clientele; the goodwill our friends the Printers bear to us, and in the efficacy of our standard quality products.

We Believe in all that these mean—one to the other and to us.

Therefore we take "Together" as our watchword and joined with all those who proclaim this faith we stand ready to serve.

CUT-COST EQUIPMENT



Manufactured by

THE GUJARATI TYPE FOUNDRY
BOMBAY 4

SAYAJI SERIES

6 A About 3 lb. 14 oz. 30-Point Sayaji 9 a About 3 lb. 14 oz.

12 BLACKWOOD 34
And teakwood are the
only two qualities of

10 A 18-Point Sayaji 16 a
About 2 lb. 6 oz. About 2 lb. 10 oz.

WHITE WOOD
Cabinets etc., are
convinced that the
money spent after
the same is wasted.
We have seen 12

6 A 12-Point Sayaji 20 a
About 2 lb. About 1 lb. 12 oz.

RICHLY POLISHED
White wood cabinets of
12 high value, totally 34
rendered worthless in a
very short time by white
ants. Teakwood is the
most suitable wood for
5 printer's furniture. 6

8 A About 3 lb. 7 oz. 24-Point Sayaji 12 a About 3 lb. 9 oz.

34 WOOD THAT CAN 56
Only stand the change of all
climates, hence those who
have once tried white wood

HHHHHHHHHHH

For prices see separate list

JAVJI SERIES

3 A About 11 lb. 60-Point Javji 4 a About 8 lb. 8 oz.

LEADS
The Style
in Black 7

4 A About 9 lb. 12 oz. 48-Point Javji 5 a About 6 lb. 7 oz.

IT WILL
Be to Your
Advantage
to Buy Our
Type on 14

For prices see separate list

PURE GLYCERINE

BATH

SOAP

No. 12

Made from the Indian Ingredients and under supervision of an expert Indian individual ::

HIRA SOAP FACTORY
PAREL, BOMBAY

BAKOOL
CYCLE COY

"BAKOOL" is the Best, Strongest and Cheapest
:: Cycle in the world ::

RIDE ON "BAKOOL"

BOMBAY AND POONA

The Majority
of the better class of

MILLINERS
and
Dressers

Are beginning to appreciate the fact that it would be reckless folly to spend thousands of rupees a year for advertising to be presented in a face of type that is tiring to the eye. Their goods must be advertised in type like the one you see now. The moral:

Buy Javji Series

Gujarati Border No. 1218

JAVJI SERIES

5 A About 5 lb. 14 oz. 36-POINT JAVJI 8 a About 6 lb.

LINING TYPE
Money Saved 3

7 A About 4 lb. 12 oz. 30-POINT JAVJI 9 a About 4 lb. 2 oz.

TYPE COMPOSING
Standard Lining 94

8 A About 3 lb. 12 oz. 24-POINT JAVJI 12 a About 3 lb. 15 oz.

ORDERS LINING TYPE
Exhibit of Common Sense 5
Keeping Up to Times

10 A About 2 lb. 6 oz. 16-POINT JAVJI 15 a About 2 lb. 10 oz.

STANDARD LINE PRODUCTION
Notice Constant Increase in Face
Young Foundries Enterprises do not

18 A About 2 lb. 14 oz. 12-POINT JAVJI 36 a About 3 lb. 6 oz.

INVESTIGATION RECOMMENDED
Recognize Advantages of Standard Line 47
Introduce Labor-Saving System

HHHHHHHHHHH

For prices see separate list

INDIA'S
best
MADRAS
Tobacco
has become
THE
RAGE

Per Ounce
$4\frac{1}{2}$ ans.

Per Two Ounces
$8\frac{1}{2}$ ans.

Ground Border No. 2407

Tongue of Type

VASTER reaching than Voice or Telegraph, than Cable or Wireless, than Boom of Thunder or Crack of Cannon is the Tongue of Type. Our mission is to keep Type from going in one eye and out the other; to get your printed MATTER undisputed "right-of-way"; to lessen giddy waste by discreat purchases and to help you to increase your bank balance.

Bakool Border B

Better
Printing
Always

PAYS

THE GUJARATI PRINTING & ENGRAVING COMPANY
PRINTERS · BOOKBINDERS · BOXMAKERS · DESIGNERS · ENGRAVERS
MAZGAON BOMBAY

THE GUJARATI PRINTING & ENGRAVING COMPANY
PRINTERS · BOOKBINDERS · BOXMAKERS · DESIGNERS · ENGRAVERS
MAZGAON BOMBAY

THE GUJARATI PRINTING & ENGRAVING COMPANY
PRINTERS · BOOKBINDERS · BOXMAKERS · ENGRAVERS · ETC.
MAZGAON BOMBAY

3 A About 9 lb. 4 oz. 60-Point Akbar 4 a About 8 lb. 4 oz.

BRASS
Types for

4 A About 7 lb. 48-Point Akbar 5 a About 6 lb. 8 oz.

ARE NOW
Available in

5 A About 5 lb. 5 oz. 42-Point Akbar 8 a About 6 lb. 6 oz.

THIS SERIES IS
Suitable for adv.

6 A About 4 lb. 15 oz. 36-Point Akbar 9 a About 5 lb. 5 oz.

WE NEVER FAIL TO
Keep in touch with

---

8 A About 3 lb. 8 oz. 24-Point Akbar 10 a About 3 lb. 10 oz.

GOOD AND STEADY
Business in the Fine Art
of Progressive Printing.

10 A About 2 lb. 6 oz. 18-Point Akbar 15 a About 2 lb. 12 oz.

THE PRICE OF BRASS RULE
In Larger Bodies is Prohibitive and
Short Life of Zinc Rule 123

15 A About 1 lb. 7 oz. 12-Point Akbar 25 a About 1 lb. 13 oz.

STANDARD LINE FOUND WITHOUT A PEER
Great Exactness Maintained Throughout Our 1234
Productions. Striking Features Not Found

20 A About 1 lb. 8 oz. 10-Point Akbar 30 a About 1 lb. 14 oz.

MODERN PRINTERS DEMAND OUR IMPROVEMENTS
Profit-Making Standard Line Type Creates Hosts of 234
Admirers. Artistic Letters and Ornaments

30 A About 1 lb. 8 oz. 8-Point Akbar 45 a About 1 lb. 10 oz.

THESE INNOVATIONS OF PRICELESS VALUE TO THE PRINTER
Traditional Conservatism of the Craft Swept Away by Our Many Improvements. All Well Pleased With the Modernized System of Lining 18

50 A About 1 lb. 8 oz. 6-Point Akbar 80 a About 1 lb. 14 oz.

SUPERIOR CRAFTSMEN CREATED BY KNOWLEDGE OF OUR UP-TO-DATE SYSTEM.
Type which is not on Standard Line is Antiquated and Unworthy of a Place in Your 123
Composing Room. Discard the Old Metal That is Encumbering Your Cases. Send it to us.

A COMPOSITION for cheapness and not for excellence of workmanship, is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures.

Broken Glass on Drive Ways

and Streets, injurious to tyres, should be reported to Bombay City Automobile Association. Call up Auto-Ex 45321, giving exact location—they are especially equipped to remove same.

ART

THE art of printing has been the main factor in the upbuilding of communities, and of business in every conceivable form. Your printed literature is your advance agent and your salesman—it is the mirror that reflects the character of your merchandise—it is the guardian of your business reputation.

Richly Flavoured Syrup

adds enormously to your pancake or turnovers at breakfast: Golden Poppy Syrup helps digestion, being particularly beneficial to invalids and infants.

ASK FOR GOLDEN POPPY SYRUP

and help boost an Indian product, high grade and pure in quality, in fact superior by far in flavor and color. A product not touched by hands, assuring cleanliness.

Drink Poppy Syrup

12 & 6 Point Nana Borders

ART IN TYPES

We have always been pursuaded that Art, whether in a Composition of Words, Colors, Brick of Type, enhances and enriches Utility. We stand, frank and fearless, for manufacture of Best Types into the nth degree, confident that Discriminating Appreciation has only to find us out, to find us.

GUJARATI TYPE FOUNDRY

WARNING

Filling the Cases with Types, good, bad and indifferent does not make an Ideal Press. Our services and our standard quality products stop many a press from burial alive in the Gigantic Grave-yard of the Unnumbered Unknown.

GUJARATI TYPE FOUNDRY

ARTI SERIES

5 A About 5 lb. 13 oz. 36-Point Arti 8 a About 6 lb.

SUPPLYING
Printers' wood

6 A About 4 lb. 13 oz. 30-Point Arti 9 a About 4 lb. 9 oz.

OUR AIM IS TO
Be second to none in

8 A About 4 lb. 24-Point Arti 10 a About 3 lb. 8 oz.

VERY HIGH CLASS
Indian workmanship. 9

10 A About 3 lb. 16-Point Arti 16 a About 3 lb. 2 oz.

TO MANUFACTURE A
Superior article at a fair price.

12 A About 1 lb. 12 oz. 12-Point Arti 25 a About 2 lb. 8 oz.

WE HAVE STANDARDIZED
In the details of manufacture so that no

15 A About 1 lb. 7 oz. 10-Point Arti 30 a About 1 lb. 15 oz.

FURNITURE THAT WILL BE TIME & SPACE
Savers. It is the modern equipment that adds vastly to profit=material that will facilitate work.

22 A 8-Point Arti 30 a
About 1 lb. 8 oz. About 1 lb. 6 oz.

CALL UPON US & HAVE
Inspection of the wood goods that we supply, before you buy anything elsewhere. 123456

24 A 6 Point Arti 50 a
About 1 lb. 1 oz. About 1 lb. 6 oz.

BUY EVERYTHING FROM US.
How to manufacture Type Cabinets, Cases, Stands, Racks, Imposing Surfaces, etc., etc., to give greater facilities to the compositors 123456

For prices see separate list

THE
WELL=DRESSED
TYPES

Perfection in dress may be likened to a window pane through which you look without being conscious that it is there. To quote "Finished work shows no trace of work". We manufacture Types with deliberate calculation that the effect be elusive, not obtrusive; that the style of types shall not dwarf the effect of the printing. You don't think of the Types, but of the printed Matter, just as the sophisticated simplicity of a miraculously dressed woman completely diverts your attention from what she wears to who she is.

Gujarati Type Foundry
Gaiwadi=Girgaon
BOMBAY 4

Gujarati Border No. 1822

T'grams: ARTPRINT
Phone: 44321

THE ART PRINTING SERVICE

PRINTERS : BINDERS

1484, OLIPHANT ROAD

MADRAS

TYPE TALKS

THE POINT SYSTEM

All Type is measured by points. There are 72 points to one inch, the basic figuring is in "picas" which in 12 points in thickness, or of 1/6 of an inch. The width and depth of all :: :: publications are set to picas. :: :: ::

GUJARATI TYPE FOUNDRY - BOMBAY 4

YESTERDATE is an outlawed account, TO-MORROW is a risky promissory note. TO-DAY is real money--invest in it. . . . . . .

Rs.

With Compliments

of the

Gujarati Type Foundry

BOMBAY

JANUARY 1929

SUN	MON	TUE	WED	THU	FRI	SAT
*	*	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	*	*
*	*	*	*	*	*	*

A good typographer is he who satisfies his customer but not himself.

NARMAD OLD STYLE SERIES

4 A About 7 lb. 6 oz. 54-Point Narmad Old Style 5 a About 6 lb. 4 oz.

ARTISTIC
Printing has not
much progressed

5 A About 4 lb. 4 oz. 36-Point Narmad Old Style 8 a About 4 lb. 2 oz.

HISTORY OF HINDI
Typefounding is known
to very few people.

4 A About 6 lb. 2 oz. 48-Point Narmad Old Style 5 a About 5 lb. 2 oz.

GOOD TYPES
Have opened the
eyes and the mind

Far prices see separate list

NARMAD OLD STYLE SERIES

4 A About 4 lb. 4 oz. 42-Point Narmad Old Style 6 a About 4 lb. 6 oz.

IT HAS CAUSED
Light shine where 8
darkness was before.

6 A About 3 lb. 5 oz. 30-Point Narmad Old Style 10 a About 3 lb. 6 oz.

USE OF PRINTING INK.
In cylinder-press inks for 45
coated stock keep, three inks:

10 A About 3 lb. 14 oz. 24-Point Narmad Old Style 15 a About 3 lb. 9 oz.

ONE GOOD BODY, RATHER
Strong 'tack,' a quick drier suitable
for the general run of paper, and a
3rd extra soft and normal drier for

12 A About 2 lb. 14 oz. 18-Point Narmad Old Style 20 a About 2 lb. 14 oz.

A PARTICULARLY SOFT PAPER.
By mixing these inks to meet the needs of his
paper he can turn out an A1 job without
having to add either drier or reducer, 34

For prices see separate list

PRINTER AND TYPE FOUNDER

TECHNIQUE is almost universally associated with music and art. Few people ever think of a printer as possessing that quality. But the good printer must have technique —he must be an artist, with an appreciation of form, balance, color values, as well as a thorough understanding of the mechanical problems of his art. For many centuries printers have struggled to develop their art. Caslon, Bodoni, Ranooji, Narayan and other names now live because of the progress these men made in the technique of type.

UNLESS a Type Founder with the knowledge of technique of types co-operates with the printer, the latter is like a ship without a rudder, he cannot effectively and with advantage shew his art.

AS we manufacture most graceful and artistic cut types, we have solved this difficulty of and for the printer.

OUR catalogue bears out what we say. Please study it.

Gujarati Type Foundry

A Good Compositor

STARTS work with clean desks, putting in its proper place all unused material before going to the foreman for the next job. ❧ Listens attentively to the instructions of his foreman after he receives the instruction envelope. ❧ Reads carefully every item of instruction on the instruction envelope—if he doesn't understand he "gets things straight" before going ahead. ❧ Calls the foreman's attention to inconsistencies (if any there be) in the instruction envelope, the layout, or the copy. ❧ Studies the layout (when one is furnished), or drafts his own, before setting a line of type. ❧ Sees that all material required is on hand before beginning work. ❧ Assembles all necessary cases, rules, leads, slugs, cuts, and shorts in advance. ❧ Trains his left hand, while holding the stick, to follow his right, thereby shortening the distance the type travels from the case to the stick. ❧ Spaces each line so carefully that the form will "lift" without the necessity of plugging with "dutchmen" when it reaches the stone. ❧ Reads each line carefully and makes corrections before spacing. ❧ Pulls his proof as skilfully as though he expected to do the proofreading himself. ❧ Notes the proofreader's marks and makes corrections promptly, checking back to see that no corrections have been overlooked. ❧ Keeps time of "office corrections" distinct from "author's alterations". ❧ Marks the storage galley section number on all proofs. ❧ On finishing his job, sees that the time of completion and job number are correctly recorded. ❧ Always bears in mind that for every minute used in making corrections, two minutes of properly chargeable time are lost to his employer.

Gujarati Border No. 1240

NARMAD OLD STYLE SERIES

15 A About 2 lb. 7 oz. 14-POINT NARMAD OLD STYLE 25 a About 2 lb. 6 oz.

IN ALMOST ALL LINES OF TECHNICLE WORK THE PATENT OFFICE AFFORDS An immense store of information and interest, but not so in printing inks. Inks are very rarely patented, for the complexity of ink would itself prevent any positive proof of infringement. In Red Inks—English

18 A About 2 lb. 2 oz. 12-POINT NARMAD OLD STYLE 30 a About 2 lb. 1 oz.

VERMILION, IMITATION VERMILION, JACQUEMINOT LAKE BRONZE RED, A HEAVY BODIED Bright scarlet lake, Persian orange, a deep blood red with a transparent gloss white, and practically any shade or quality of red can be matched by various combinations of the above. Imitation vermilion is particularly useful where copper-plates

20 A About 1 lb. 10 oz. 10-POINT NARMAD OLD STYLE 30 a About 1 lb. 8 oz.

HOWEVER, NONE OF THE OPAQUE RED LIKE THE VERMILIONS, POSSESS THE EXCELLENT WORKING QUALITIES Of the lakes, particularly half-tones, because the heavy base which is an essential ingredient, tends to accumulate on the cuts, while the light base of the lake colors lifts readily with each impression. ❧ In Blues—Bronze blue, a bright ultramarine, a purplish bronzy aniline blue, and an opaque white like a cover white. 1 2 3 4 5 6 7 8 9 0 ❧ ❧ ❧ ❧

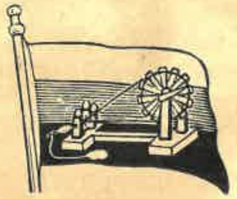
25 A 8-POINT NARMAD OLD STYLE 35 a
About 1 lb. 6 oz. About 1 lb. 4 oz.

ANY SHADE OF BLUE CAN BE MATCHED. IN YELLOWS—WITH Yellow lake, primrose yellow, lemon and golden yellow a deep orange chrome yellow, with an opaque white, you may have any shade of yellow. ❧ In Greens—two shades of green lake, light and deep, with combination of the blues and yellows already mentioned, will give any shade.

35 A 6-POINT NARMAD OLD STYLE 50 a
About 1 lb. 2 oz. About 1 lb. 1 oz.

IN BROWNS—MIXTURES OF BLACK INK WITH ENGLISH VIRMILION, OR ❧ ❧ Imitation vermilion, or orange yellow and a deep blood red will produce the best working results and almost any shade. Using a blue-black will give more natural shades of brown, as this throws a more greenish cast into the color. The purest shades of brown are produced by umbers and siennas, but these inks, being made from earth colors, do not work well, especially on half-tones, so it is best to avoid their use as much as possible.

For prices see separate list



LET our object be our country, our whole country, and nothing but our country; and, by the blessing of God, may that country itself become a vast and splendid monument, not of oppression and terror, but of wisdom, of peace, and of liberty, upon which the world may gaze with admiration for ever.

GUJARATI TYPE FOUNDRY

Leaders in Type Styles

GAIWADI - GIRGAON - BOMBAY No. 4

PER ....

for ....

....

....

Gujarati Border No. 1820

PER ....

For ....

....

....

GOPAL & GOVIND

PRINTERS AND PUBLISHERS

GIRGAON - BOMBAY 4

Gujarati Border No. 1825

SPACING

When he first came to see her,
He showed a timid heart,
And when the lights were low,
They sat this far apart.
But when this love grew warmer
And learned the joy of a kiss,
They knocked out all the spaces
Andsatupcloselikethis.

Marching On . . . .

The art and craft of printing marches on. It is a day of hope and promise when skill and talent are appreciated as at this hour. Beauty in printing is more widely revered. Craftmanship is studied. The compositor has vision. The pressman has pride. Theory and science are allies of the printer. Tradition and history lend him aid. Printing, master printing, aspires once again to its pedestal. Printing marches on.

4 A About 6 lb. 8 oz. 54-POINT NARMAD OLD STYLE ITALIC 5 A About 5 lb. 6 oz.

BRASS RULE
Is always a 27

4 A About 4 lb. 11 oz. 42-POINT NARMAD OLD STYLE ITALIC 5 a About 3 lb. 14 oz.

8 PRINTING 9
Office but a few
of the importers of

4 A About 6 lb. 8 oz. 48-POINT NARMAD OLD STYLE ITALIC 5 a About 5 lb. 4 oz.

ALWAYS
A necessary 56
adjunct to every

For prices see separate list

---

4 A About 3 lb. 10 oz. 36-POINT NARMAL OLD STYLE ITALIC 8 a About 4 lb.

BRASS RULES
Know the important
12 part it plays in 34

6 A About 2 lb. 10 oz. 24-POINT NARMAD OLD STYLE ITALIC 15 a About 3 lb. 9 oz.

FIRM, WHICH DUMPS YOUR
Composing room with cheap but
inaccurate foreign products, is the
curse of many troubles and delays
and consequently loss of time 234

5 A About 2 lb. 14 oz. 30-POINT NARMAD OLD STYLE ITALIC 10 a About 3 lb. 6 oz.

PART IT PLAYS IN
Displaying advertisements,
letter-heads, title-pages, etc.
A defective brass rule of 6

For prices see separate list

THE

Congress Manual

Facts & Figures

with

Important

Speeches

The India Publishing Company
CALCUTTA
1927

By careful calculations, by clever combinations and by thoughtful blending and elbow bending, you can make your Printing in such an unaffected manner that it will magnetically make millions look, linger, heed and need, pause, ponder and finally entrust their orders to you. This is a laudable ambition. You can achieve it but only with correct Type Styles.

CONSULT
G. T. F.
SERVICE

G. T. F. CHARGES NOTHING FOR CONSULTATIONS AND INQUIRIES

Gujarati Border No. 1242

STANDARD LINE GTF POINT SET. BODY GUJARATI TYPEFOUNDRY

NARMAD OLD STYLE ITALIC SERIES

10 A About 2 lb. 7 oz. 18-POINT NARMAD OLD STYLE ITALIC 25 a About 3 lb. 8 oz.

TIME AND MONEY. SO IT IS Always advisable to buy your brass rules from a firm which knows the uses of brass rules and whose reputation has been built

20 A About 1 lb. 8 oz. 10-POINT NARMAD OLD STYLE ITALIC 45 a About 1 lb. 14 oz.

MORE SPRINGY THAN THE YELLOW, BUT WITH A printer the question would be whether a red brass rule would last 2 times the yellow, if he pays for it 2 times the price of the yellow. If not, will a supplier of red brass rules be good enough to let us know why he supplies such a costly artical to poor printers ? 1234567890

8-POINT NARMAD OLD STYLE ITALIC

20 A About 1 lb. 50 a About 1 lb. 10 oz.

WE HAVE MADE INQUIRIES OF THE Best makers of brass rules and no where we were given a satisfactory answer. One maker replied, "whether or not the superiority is as great as is generally supposed, we are not prepared

6-POINT NARMAD OLD STYLE ITALIC

20 A About 9 oz. 50 a About 1 lb.

TO SAY BUT THE METAL ITSELF IS MORE Costly and the bulk of our friends prefer to pay the extra price for it." Another wrote. " The price of the metal pre-supposes the wear and tear of it. We do not know what the actual experience is." A third's answer was, "We make it because the printer wants it." Fourth maker says, "We are

18 A About 1 lb. 13 oz. 12-POINT NARMAD OLD STYLE ITALIC 40 a About 2 lb. 8 oz.

ON THE MERITS OF PRODUCTS SUPPLIED Brass rules are supplied in two qualities, yellow and red; the price of the red brass being more than 2 times that of the yellow. The red brass may be converted into yellow by the application of heat for making circles etc. The red brass is

HHHHHHHHHHHHHHHHH

For prices see separate list

NARMAD OLD
STYLE SERIES

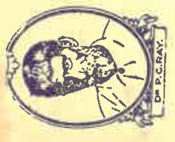
GUJARATI
TYPE
FOUNDRY
BOMBAY 4

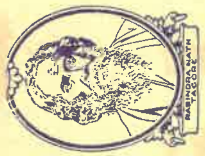
24 Point Narmad Ornament

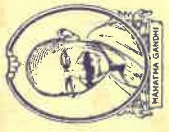
PRINTED
MATTER CAN SMILE OR FROWN.
SMILES BEGET SMILES. IF YOUR
PRINTED MATTER, SET UP WITH
THE G. T. F. PRODUCTS, SMILES
AT A CUSTOMER, HE WILL SMILE
BACK AT YOU.

SMILERS . . . . WE
ARE . . . . . G.T.F. . . . NEVER
SPENDERS . . . . . . DISAPPOINT

Swastika Ornament No. 8 A







Q·U·A·L·I·T·Y

WHAT Roy reduces into Science, Tagore inspires into Poetry, Gandhi brings into a Spinning-Wheel, we transmit into Types, namely, the practical idealism that quality shall dictate price, not that price shall dictate quality. Yet, the resolve to excel at any cost keeps cost down, for what is done right never need be done over. Perfection incurs no charge for correction.

GUJARATI TYPE FOUNDRY, BOMBAY 4

Gujarati Border No. 1242

LITTLE TYPE
A

Knowledge is power, the wise man said. Most wise men agree that the invention of printing which more than all else makes possible the spread of knowledge, is the source of the power back of modern civilization.

WHERE TO
BUY GOOD
TYPE
?
GUJARATI
TYPE FOUNDRY
BOMBAY 4

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & £ . , ; : ?-! (’)

TYPE also is

“Part of your Prospect”

These twenty-six hardmetal Soldiers with their points must form part of your business Prospect.

Mr. PATEL A. V.
Director
Mr. KELKAR H. P.
Manager
Mr. AHMAD H. B.
Secretary
Mr. DASTOOR P. I.
Treasurer

☎ 22345

THE NATIONAL PRINTING COMPANY

RESOURCEFUL PRINTERS
Capital Rs. 50,00,000

Offices at
BOMBAY
ALLAHABAD
MADRAS
CALCUTTA
LAHORE

BOMBAY, 1 .... *192* ......

THE NATIONAL PRINTING COMPANY
RESOURCEFUL PRINTERS
BOMBAY

.... 192 ......

Statement from

M. RAMMOHANRAI & CO.
CHURCHGATE STREET, FORT, BOMBAY, 1

MONTH	DAY		Rs	As	Ps
		Account rendered			
		To goods			

Mr. STORE KEEPER

.... reams .... quires .... sheets
of .... lbs.
required for the Job No. ....
It should be in the Press Room
to-morrow morning. Date ....
Sd. .... Manager B. Press

A
COMPLETE SERVICE

TYPES
BORDERS
Blocks
Rules
Inks
Machinery
and
Printers'
Furniture

All for good Typography

G.T.F.

BOMBAY 4

Gujarati Border No. 1821

BOOK MARK

UPTO
THIS MARK
THE BOOK
HAS BEEN
READ

GUJARATI
TYPE
FOUNDRY
BOMBAY
NUMBER FOUR

Swastika Ornament No. 8 A

WHEN YOU WANT GOOD TYPES OR MACHINERY, ASK G.T.F.

HE THAT COMPOSES HIMSELF IS WISER THAN HE THAT COMPOSES BOOKS. ✠ ✠ ✠ ✠ ✠

GUJARATI TYPE FOUNDRY

GAIWADI GIRGAON

BOMBAY

TO THE PROGRESSIVE PRINTER: January 1, 1928.

Dear Sir,--We call your special attention to our Printers and Bookbinders' Supplies Department. We supply everything required in a press and a book-bindery. We have made special arrangements with the leading manufacturers of Europe and America which enable us to supply all sorts of printing machinery, inks, paper, book-cloths, etc., etc., at a lower price than can be had from the local agents and importers. What we supply is guaranteed to be second to none. Before you place your orders elsewhere, kindly let us know your wants. We have lately introduced many new ideas most convenient to our Indian Printers and of which we wish you to take the fullest advantage to bring down the working cost in your printery and book-bindery. Remember ours is the only Type Foundry in Asia that tries to keep pace with the Westerners.

Ever yours,
GUJARATI TYPE FOUNDRY

12 Pt. Typewriter No. 1

20 A About 2 lb. 9 oz. 90 a About 8 lb. 4 oz

Telegram "GUTYFO"

Received 7 Gold Medals for Types Cast
in Copper Alloy Metal on
Point-Line-Set System

Gujarati Type Foundry
Gaiwadi-Girgaon
BOMBAY, 4

Telephone No. 22942

Suppliers of Everything
Required by
Printers and Binders

Bombay, Aswin 15th, 1986.

MR. MODERN PRINTER:

In your letter of Aswin Sud 13, you desire us to tell you why we mention the weight of each font of types especially when our competitors suppress this fact entirely and quote prices per font alone. We cannot-and much less care to-pry into our competitors' reasons for so doing but the reason with us is apparent. We want our clients to know how much they buy and what they pay for.

Secondly, even an experienced printer cannot off hand say how many fonts of types he wants for his requirements unless he knows the quantity even, approximately, he is likely to get in each font. We save him the worry and trouble to find, in the middle of the job on hand, that the types were insufficient; if his requirements are limited we save his money by his not going in for more fonts than necessary. We always prefer to take our clients into our confidence and advise them to the best of our knowledge and experience. It is, hence, that we uniformly mention the weight of each font and state the number of "A a" each of it contains. We trust this method of our business also appeals to you. We shall know that you appreciate it from the order you may be pleased to place with us.

Most faithfully yours,
GUJARATI TYPE FOUNDRY

10 Pt. Typewriter No. 1

20 A About 1 lb. 10 oz 65 a About 4 lb.

STANDARD LINE
GTF
POINT SET BODY
GUJARATI TYPE FOUNDRY

Old Text Series

4 A About 3 lb. 9 oz. 36-Point Old Text 6 a About 3 lb. 3 oz.

Is a Most Attractive
12 Face That Has 34

5 A About 2 lb. 8 oz. 24-Point Old Text 12 a About 2 lb. 12 oz.

Never Lost Its Popularity. The
Old Text is as Originally Designed

8 A About 1 lb. 14 oz. 18-Point Old Text 16 a About 2 lb. 4 oz.

Work is Expedited by the Use of Our
Point-Line-Set Materials. Our Copper-
123 Alloy Type Faces are Durable 456

15 A About 2 lb. 1 oz. 12-Point Old Text 26 a About 1 lb. 14 oz.

And Can be Used for all Classes of Work in the Most
Advantageous Manner. Both Employer and Workman
are Highly Pleased with the Results Derived There 6

20 A About 2 lb. 10-Point Old Text 45 a About 2 lb. 4 oz.

A Plant Completely Equipped with Our Copper-Alloy Type
and Labour-Saving Materials can Turn Out the Greatest
Amount of Work in the Least Possible Time. Printers

21 A About 1 lb. 5 oz. 8-Point Old Text 54 a About 1 lb. 11 oz.

Who have Used Our Type and Material have Expressed Some Very Flattering
Opinions Regarding our Make. We have Studied Very Carefully the Wants of
Every Kind of Printers Whether he is Going for News or for Job. We Always
Supply Full Estimates on Inquiry in Every Branch Pertaining to Typography. 5

For prices see separate list

In keeping with the
spirit of the season
all business thoughts and
cares are banished while
we extend to each and
every one of you, our
business friends, the sincere
wish that these coming
holidays may be the
very best that you have
ever known.

卐

Gujarati Type Foundry
Gaiwadi-Girgaon, Bombay 4

Old Body Border No. 228

Provision Groceries

New Colaba Stores

Dairy Produce Dry Fruits

Dadabhoy Border No. 4

Your Old Book Shop

Manoranjan Building
Kalbadevi Road
Bombay 2

Raychandra P.
Proprietor

"Friendship above all Ties
does bind the heart"

With Kind Thoughts
and Best Wishes
for a Happy and
Joyful New Year

From
Sadashiv Nanu Barve

Shankar Nivas
Vile Parle

Will you honor me with your presence at a pre-view of my latest feature picture entitled "Man-Woman-Marriage" at the All-Bless Baug, Girgaon Thursday, May twenty-six, three p. m. I want and will value your criticism of this picture which has been dedicated to "Woman-all of you" and which has been termed "revolutionary" because it symbolizes woman's right to self-expression

Kumari Snehlata

Not because it is an Old Holiday custom but because it is our earnest desire, we are sending you this sincere thank you for the part you have taken in our march of progress, and moved by the spirit of the Season we extend to you our Heartiest Wishes for a Successful Prosperous Happy New Year

Gujarati Type Foundry
Girgaon, Bombay 4

Greetings

By the loyal support of our customers and friends the past fiscal year was the most successful in the history of this Bank. We wish to express to you our sincere appreciation of your patronage, which helped us to attain this point.

Printers' Bank of Bombay

Hornby Road
Fort, Bombay

Gopal
: and :
Govind

Typographic
: Artists :

respectfully request the honor of supplying your Printing for this year of Ninteen Hundred Twenty Eight. They offer unexcelled facilities for

Letterpress. Color
: : and : :
Half-Tone Work

: Girgaon :
Bombay

Certificate of Attendance

Open Air Village School

Songhad Jungle

This certifies that ....

has attained a perfect record for attendance at Open Air Village School during the term dating from February 4 to June 20, 1928.

12 Point Arvind Border

Printing is a Service
Not a Commodity

Quality Brings Quantity

STANDARD LINE
GTF
POINT SET BODY
GUJARATI TYPEFOUNDRY

Gujarati Copperplate

3 A About 3 lb. 6 oz. | 36-POINT GUJARATI COPPERPLATE | 6 a About 3 lb. 5 oz.

Wedding Parties
Society Entertainment

4 A About 2 lb. 12 oz. | 30-POINT GUJARATI COPPERPLATE | 7 a About 2 lb. 13 oz.

Handsome Designs
Attractive Stationery 45

4 A About 2 lb. | 24-POINT GUJARATI COPPERPLATE | 8 a About 2 lb. 5 oz

Uniform and Handsome
Original Type Designers 67

5 A About 1 lb. 8 oz. | 18-POINT GUJARATI COPPERPLATE | 14 a About 2 lb. 6 oz.

Standard Line and Unit Set
Save an amount of Time and Money 8

14-POINT GUJARATI COPPERPLATE
7 A About 1 lb. 2 oz. | 18 a About 1 lb. 8 oz.

Announcement
Copper Alloy Metal 21

10-POINT GUJARATI COPPERPLATE
9 A About 12 oz. | 25 a About 1 lb.

National Congress
Agricultural Exhibition 68

12-POINT GUJARATI COPPERPLATE
12 A About 1 lb. 8 oz. | 30 a About 2 lb. 1 oz.

Year's Greetings
By all Artistic Printers 90

8-POINT GUJARATI COPPERPLATE
10 A About 15 oz. | 28 a About 14 oz.

Admire Attractive Faces
Recommended by Critics of Art 38

mmmmmmmMMMMmmmmmm

For prices see separate list

The Church
of the
Salvation
Army

Xmas Services
1928
Hornby Road

Old Body Border No. 5

Mr. and Mrs. George P. Birdwood
invite you to be present
at the marriage of their daughter
Maria Augusta
to
Mr. William Wood
on Thursday afternoon, October the seventh
nineteen hundred and twenty eight
at four o'clock
St. Andrew's Church
Bombay

Miss George Elliott

26 Hornby Road

X
mas
1928

A Merry, Merry Christmas
With much to make you glad;
A Happy, Happy New Year
The best you've ever had.

Gujarati Type Foundry
Gaiwadi-Girgaon
Bombay 4

Mr. William R. B

34 Apollo Flats

Mrs. Richard E. Smith

4 Esplanade Flat
Bombay

Ground Border No. 1202

You are cordially invited to attend a

Musical Drill

given by

The Orchestra, Childrens' Glee Club

and Auditorium Groups of
Pandit Brothers' School
on Friday, June the Twelth
at two-thirty o'clock

At Panchgani

Give Thanks

Give thanks for night,
Give thanks for day,
Give thanks for work,
Give thanks for play,
Give thanks for sleep,
Give thanks for food,
Give thanks for all,
That does us good.

1929 NOVEMBER 1929

S	M	T	W	T	F	S
::	::	::	::	::	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
::	::	::	::	::	::	::

The School of Printing

B. B.
Kavade
Principal

Malbar Hill
Bombay

A Lovely Type Series Suitable For Invitations, Programmes Etc.

Pratap Series

12 A 12-POINT PRATAP 60 a
About 1 lb. 5 oz. About 2 lb. 7 oz.

We Wish to Emphasize the Fact

That this new series is cast on a correct Point Line System which avoids overhanging ascenders and descenders and lines accurately to differing bodies by the aid of point materials, which can be had at any moment at the Gujarati Type Foundry.

8 A 18-POINT PRATAP 25 a
About 1 lb. 10 oz. About 2 lb. 2 oz.

The Printers Association

Will be pleased to welcome you and friends at their Printing Emporium on Sunday next at 8-30 p.m. 2345

7 A About 2 lb 4 oz. 24-POINT PRATAP 22 a About 3 lb. 4 oz

The Modern Bookwork.

It is generally assumed that the Point System cannot expedite straightforward composition. But it does affect economies in bookwork. It does away with the need of more than one set of spaces in each body.

5 A About 3 lb. 7 oz. 36-POINT PRATAP 15 About a 4 lb. 6 oz.

Where Old Bodies Are Used

From different foundries there is always danger in mixing the spaces, and sometime loss arises from mixture. 23

For Prices see separate list

To have the honour of meeting

H. H. Maha Rajah Sayaji Rao Gaikwad G. C. S. I.

the Proprietor of the

Gujarati Type Foundry

request the pleasure of

Mr...'s

Company at an Evening Party on Saturday,

December 17th at 9 p. m.

Girgaon
Bombay

R. S. V. P.

Ramchandra S. Bhide
M. B. B. S.

Office Hours
8 A. M. to 7 P. M.

Gore
Photographer

Kalbadevi Road
BOMBAY

Permanent
Platinotype
is a speciality

Telegrams: "Senco"

☎ 1480

N. N. Sen & Co.

Importers of Carpets, Linoleums, Tapestries, Curtains, Upholstery,
Bedsteads, Bedding, Linens, Silks, Velvets, Velveteens, Skirtings,
Turbans, Jewellery, Perfumery, Stationery, Etc.

Bow Bazar Road
Calcutta

Presented by..

Charlotte Sestia
Phy

Malbar Hill
BOMBAY

Rustomji K. Khambata

Florists and
Fruiterers

Crawford Market
BOMBAY

BEHARI SCRIPT

36-Point Behari

We have introduced
Popular Type Designs

24-Point Behari

We have introduced
Popular Type Designs

18-Point Behari

We have introduced
Popular Type Designs

12-Point Behari

We have introduced
Popular Type Designs

10-Point Behari

We have introduced
Popular Type Designs

8-Point Behari

We have introduced
Popular Type Designs

36-Point	5 A About 3 lb. 11 oz.	15 a About 7 lb. 4 oz.
24-Point	7 A About 2 lb. 10 oz.	22 a About 5 lb. 9 oz.
18-Point	8 A About 2 lb.	25 a About 4 lb.
12-Point	10 A About 1 lb. 3 oz.	35 a About 2 lb. 12 oz.
10-Point	12 A About 1 lb.	40 a About 2 lb.
8-Point	18 A About 1 lb.	50 a About 1 lb. 12 oz.

A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o
P p Q q R r S s T t U u V v W w X x Y y Z z & 1 2 3 4 5 6 7 8 9

For prices see separate list

DADA SCRIPT

6 A About 2 lb. 8 oz. 24-POINT DADA SCRIPT 20 a About 5 lb. 2 oz.

We beg to inform you that the News Ink, that we supply, is made by one of the best Ink makers in the world. It dries soon on paper.

10 A 16-POINT DADA SCRIPT 40 a
About 1 lb. 11 oz. About 4 lb. 2 oz.

At the last Industrial and Agricutural Exhibitions, held in Bombay and elsewhere, under the patronages of the Indian National Congress, and other bodies the Gujarati Type Foundry was awarded 7 Gold Medals and Certificates for type cast in Superior Copper Alloy Type Metal. 249

8 A 24-POINT MORLEY SCRIPT 32 a
About 3 lb. 8 oz. About 7 lb. 10 oz.

It is very natural that the type founder should be anxious to see to what effect his type sare being used. 125059,

10 A 18-POINT PHEROZSHA SCRIPT 40 a
About 2 lb. 8 oz. About 3 lb. 14 oz.

You are cordially invited to be present at the second of a series of entertainments, given under the anspices of the Indian National Club, at the residence of Mr. A. Rusool, No. 86 College Square avenue,

For prices see separate list

GOKHALE SERIES

12 A About 3 lb. 2 oz. 18-POINT GOKHALE ITALIC 20 a About 3 lb. 4 oz.

The Proprietors of
The Gujarati Type Foundry
will be At Home to the
Members of the Press Association of India
on the New Year's Day of
Samvat 1983 at 4 p.m.
Girgaon: Bombay

8-POINT GOKHALE ITALIC
20 A About 1 lb. 1 oz. 50 a About 1 lb. 13 oz.

Ye revilers of the printer,
Ye railers at his name,
Remember that all learning
From the art of printing came.

'Twas printing pierced the darkness
And gave us light to see;
Its fruits are over all the land,
No matter where we be.

It's brought all nations closer
In the bonds of brotherhood,
And the spirit of man's freedom
Is now being understood.

All liberty is founded
Upon the open, printed page,
And thus we're fast approaching
That glorious Golden Age.

'Tis printing's made us brothers,
Then glorify its name;
Liberty, Thought and Action
Through the art of printing came.

14-POINT GOKHALE ITALIC
18 A About 2 lb. 12 oz. 30 a About 2 lb. 12 oz.

Dear Sir,

Good Type is nothing but a good asset to a Printer of the Modern Times. Always select plain types of very simple cut. Ornamental types are now getting obsolete. Types cast in our Copper-alloy are not only durable but they account much less in wear and tear. We invite trial.

Ever yours,
Gujarati Type Foundry.

20 A About 1 lb. 9 oz. 10-POINT GOKHALE ITALIC 40 a About 2 lb. 1 oz.

This Series of Type is one of the Most Useful Series ever introduced and popularity has never waned. For Wedding Cards New Year Cards, Invitations and Visiting Cards, it cannot be dispensed with.

Practical Printer.

Extra characters:— D H S T d h k m n s 3

For prices see separate list

Greetings

Pleasant business contact—friendship—fellowship—all that goes with it—much may be written, much may be said, but we feel that our sincere good wishes for your continued prosperity is the best wish we can make.

Gujarati Type Foundry

Consult us on
Direct Type
Buying and See
for yourself the
Direct Results.

Guj. Bor. No. 1242

Miss Sapurabai Sheyde
Mid-wife
Kalbadevi Road
Bombay

WORDS AND MUSIC

A Choice Collection of Hymns and Songs for Shantiniketan School Anniversaries

Compiled and Published by
B. N. Basu & G. N. Roy
Bolepur

Emblem No. 72040

12 Point Arvind Border

We . . .
Dare to .
Say that
OUR ANNUAL . . .
. . . SALE . . .
Is really the best of Bargains

CHILDREN'S TOY MFG. Co.,
BOMBAY & POONA

Gujarati Border No. 1242

4 A About 6 lb. 8 oz. 48-POINT BONERJEE OLD STYLE 6 a About 7 lb. 4 oz.

HINDUSTHAN
Indian Mutiny

5 A About 4 lb. 3 oz. 36-POINT BONERJEE OLD STYLE 8 a About 4 lb. 10 oz.

ABANINDRANATH
Barat Mata Picture

8 A About 3 lb. 7 oz. 24-POINT BONERJEE OLD STYLE 12 a About 3 lb. 8 oz.

A NATIONAL MESSAGE
Art is charged with the message of Nationality in India 3

12 A About 3 lb. 2 oz. 18-POINT BONERJEE OLD STYLE 16 a About 2 lb. 14 oz.

A TENDENCY OF INDIAN PAINT
In Indian art there is a tendency to become too intellectual or too 1234567

16 A About 2 lb. 6 oz. 14-POINT BONERJEE OLD STYLE 24 a About 2 lb. 4 oz.

THUS IN THE LAHORE MUSEUM
After a long series of exquisite ancient sculptures which may or may not show the 1234567

For prices see separate list

---

20 A About 2 lb. 4 oz. 12-POINT BONERJEE OLD STYLE 30 a About 2 lb. 8 oz.

EARLIEST KNOWN PRINTING PRESS IN BOMBAY
At this point, the story of this, the eariest known printing press in Bombay, comes to an abrupt close. We know not whether the type-founder was successful or 123

22 A About 2 lb. 11-POINT BONERJEE OLD STYLE 34 a About 2 lb. 2 oz.

WHETHER ANY BHIMGEE'S CHERISHED MANUSCRIPTS
Were perpetuated in new form, for the records are silent; and this perhaps is due to the fact that the political horizon of Bombay began about this date to be sadly overcast, and 123456

24 A About 1 lb. 10 oz. 10-POINT BONERJEE OLD STYLE 36 a About 1 lb. 12 oz.

OUR PRESIDENT AND HIS COUNCIL WERE FORCED TO PAY
More attention to the evil practices of the Portuguese and the patamars of Angria than to the possibility of progress in the publication of Hindu literature. Yet, notwithstanding the sudden disappearance of the Bania from the stage, he will ever be remembered as the pioneer of printing 23

28 A 9-POINT BONERJEE OLD STYLE 42 a
About 1 lb. 8 oz. About 1 lb. 10 oz.

LITERARY EFFORT IN BOMBAY
Later years witnessed the birth of a "Bombay Gazette," a "Courier," a "Chabuk," and many other journals with their own presses and premises and they witnessed also the 1234567

26 A 7-POINT BONERJEE OLD STYLE 40 a
About 1 lb. 1 oz. About 1 lb. 2 oz.

A FRESH GANG OF WORKERS
In the almost limitless field which Bhimgee Parakh set himself to plough more than two hundred years ago, with the help of a single English printer on £50 a year. Let us then pay a passing tribute to his memory, whenever we muse upon the vast 78

28 A 8-POINT BONERJEE OLD STYLE 42 a
About 1 lb. 4 oz. About 1 lb. 6 oz.

THEY WITNESSED THE LABOUR
Both European and Native of India, who jointly unlocked the portals hiding the hoary wisdom of the East from Western minds. The work still goes on; and each succeeding year finds 123

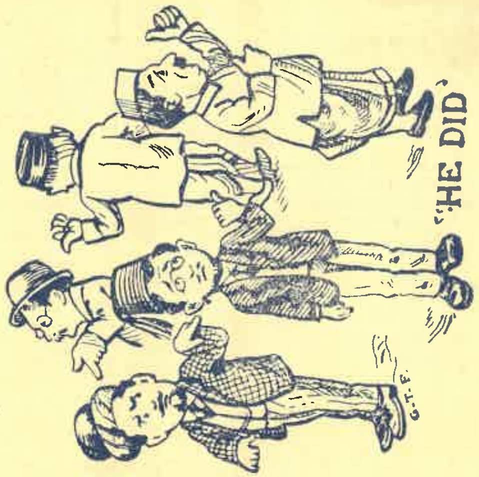
36 A 6-POINT BONERJEE OLD STYLE 54 a
About 1 lb. 2 oz. About 1 lb. 5 oz.

UNIFORM AND STANDARD HEIGHT
We do not believe that any substantial reason can be advanced by Type-founders making blank material to uniform and standard height. It is only another progressive step, much easier than was the standardization of the height of type, the point system, and the lining of type faces. To the other printers 56

HHHHHHHHHHHHHHHHHHHHHHH

For prices see separate list

THE SLOGAN OF THOUGHTLESS PRINTERS WHO CUT THE PRICE



ROY MANUFACTURING COMPANY

Hardware
Merchants
Ironmongers
etc.

IMPORTERS OF
MOTOR CARS

QUEENS ROAD
BOMBAY

ANTISEPTIC

THROAT PASTILLES

CONTAINING MENTHOL, OIL OF EUCALYFTUS, TEREBENE, NORWEGIAN PINE OIL, THYMOL, LIQUORICE, AND THE FINEST GUM ARABIC.

THE GULISTAN
MEDICINE MFG.
COMPANY
BOMBAY 14

12 Point Zebra Border

CHARACTER

EVERY FONT OF TYPE HAS ITS CHARACTERS, BUT SOME FACES OF FONTS LACK CHARACTER. EVEN A LONG FACE WITH CHARACTER CARRIES MORE WEIGHT THAN A STRONG FACE OF NO CHARCTER. HERE, WITH FONTS AND FACES OF CHARACTER, WE MODEL & MANUFACTURE TYPES INTO BREATHING BEAUTY & PULLING POWER

G.T.F.
BOMBAY 4

12 Point Maharani Border

SETTING UP THE STANDARD IN SETTING UP

MARK TWAIN once observed that the happiest man is he who can take off his hat to Himself. We have never tried to be Cheap Type Founders, nor even wished because it would make us feel cheap. Instead of lopping off a few annas per pound, we believe in heaping on more care per job. We have found that setting up and living up to a Standard not only makes one sleep better nights, but keeps one wide awake attending more and more business in the day time.

G. T. F.
BOMBAY 4

8 Pt. Swastika Ornament No. 8 A

GOTHIC SERIES No. 5

5 A 48-POINT GOTHIC No. 5 About 8 lb. 12 oz.

FINE TYPE

5 A 36-POINT GOTHIC No. 5 About 6 lb. 4 oz.

IN SPECIMEN

6 A 30-POINT GOTHIC No. 5 About 4 lb. 12 oz.

OF NICE BORDER

10 A 24-POINT GOTHIC No. 5 About 5 lb.

THIS TYPE IS TOUGH

16 A 18-POINT GOTHIC No. 5 About 4 lb. 14 oz.

4 AND DURABLE IN USE 4

16 A 16-POINT GOTHIC No. 5 About 3 lb. 6 oz.

INDIAN PRINTERS SHOULD ADOPT

24 A 12-POINT GOTHIC No. 5 About 2 lb. 12 oz.

3 THE BEST REQUISITES OF MODERN 3

27 A 10-POINT GOTHIC No. 5 About 2 lb. 12 oz.

52 TIMES TO ACHIEVE COMPLETE SUCCESS. 52

30 A 8-POINT GOTHIC No. 5 About 2 lb. 1 oz.

OUR COMPETITORS ARE SO MUCH SURPRISED TO SEE THE SLOW AND STEADY PROGRESS AS WELL AS THE 5

For prices see separate list

GOTHIC SERIES No. 5

50 A 6-POINT GOTHIC No. 5 About 2 lb.

THE AWARDS OF SEVERAL GOLD MEDALS AND THE OPINIONS EXPRESSED IN WRITINGS BY THE INDIAN AS WELL AS THE EUROPIAN

50 A 6-POINT GOTHIC No. 5 A About 1 lb. 12 oz.

PRINTERS OF INDIA AND OUTSIDE. PROGRESS IS THE WATCHWORD OF THE GUJARATI TYPE FOUNDRY. IN THESE TIMES OF KEEN COMPETITION OF PRICES, 1234567890

50 A 6-POINT GOTHIC No. 5 B About 1 lb. 4 oz.

WE STAND FIRM BY OUR PRODUCTS. TO USE THEM IS A SOLACE. TO INTRODUCE MATERIALS ON SYSTEM IS SAVING TIME AND MONEY. TALK OF OLD DAYS IN THE ART OF PRINTING IS GONE. 1234567890

50 A 6-POINT GOTHIC No. 5 C About 1 lb.

WE LIVE IN A CENTURY OF PROGRESS AND CIVILISATION. WE CULTIVATE MINDS OF OUR CHILDREN BY THE BEST AVAILABLE 1234567890 MEANS, THEN WHY SHOULD WE NOT ALSO CULTIVATE THE ART OF PRINTING IN THE BEST LIGHT POSSIBLE ! 1234567890

25 A About 1 lb. 10 oz. 8-POINT GOTHIC No. 3 40 a About 1 lb. 14 oz.

This New Series of Gothic No. 3 is a Novelty for Head Lines.
12345 It is a forceful series to attract attention. 67890

GOTHIC No. 6

5 A 36-POINT GOTHIC No. 6 About 4 lb. 12 oz.

MODERN TYPES

16 A 16-POINT GOTHIC No. 6 About 3 lb. 4 oz.

GREAT IMPROVEMENT IS MADE 34

27 A 14-POINT GOTHIC No. 6 About 3 lb. 9 oz.

THE DEVELOPMENT OF GOOD FACES

HHHHHHHHHHHHHHH
HHHHHHHHH

For prices see separate list

QUALITY

ALL WORKS OF QUALITY MUST BEAR A PRICE IN PORTION TO THE SKILL, TIME, EXPENSE, AND RISK ATTENDING THEIR INVENTION AND MANUFACTURE. THOSE THINGS CALLED DEAR ARE, WHEN JUSTLY ESTIMATED, THE CHEAPEST; THEY ARE ATTENDED WITH MUCH LESS PROFIT TO THE ARTIST THAN THOSE WHICH EVERYBODY CALLS CHEAP. BEAUTIFUL FORMS AND COMPOSITIONS ARE NOT MADE BY CHANCE NOR CAN THEY EVER IN ANY MATERIAL BE MADE AT SMALL EXPENSE. A COMPOSITION FOR CHEAPNESS AND NOT FOR EXCELLENCE OF WORKMANSHIP IS THE MOST FREQUENT & CERTAIN CAUSE OF THE RAPID DECAY AND ENTIRE DESTRUCTION OF ARTS AND MANUFACTURES.

PROOFS

FROM

SQUARE
PRINTERY

MARKET SQUARE
BOMBAY 2

PER BOOK POST

....

....

....

....

12 Point Begum Border

INVOICE NO. ....

☎ 22642

GIRGAON
BOMBAY, ... 192

M ....

DR. TO

CANJEY DHARAMSEY
TAILORS & OUTFITTERS

MONTH	DATE	DESCRIPTION	RATE	PER	AMOUNT

GOTHIC SERIES No. 4

4 A About 5 lb. 4 oz. 42-Point Gothic No. 4 6 a About 5 lb. 12 oz.

PARTICULAR
2 Attention is 2

5 A About 4 lb. 12 oz. 36-Point Gothic No. 4 8 a About 5 lb. 2 oz.

DRAWN TO THE
Regularity and the 3

6 A About 3 lb. 10 oz. 30-Point Gothic No. 4 10 a About 3 lb. 10 oz.

BEAUTY OF OUR NEW
Products. Our casting, 4
department is equipped 5

10 A About 4 lb. 4 oz. 24-Point Gothic No. 4 15 a About 4 lb. 4 oz.

WITH THE BEST TOOLS
And gauges to check the 6
accuracy of our types. 789

GOTHIC SERIES No. 4

12 A About 3 lb. 2 oz. 18-Point Gothic No. 4 20 a About 3 lb. 10 oz.

AS OCCASION DEMANDS IT IS
Necessary to make proper use of
various blocks in the printing work.
To meet this want different 12345

18 A About 2 lb. 3 oz. 12 Point Gothic No. 4 30 a About 2 lb. 9 oz.

STYLES OF BLOCKS ARE PREPARED BY
The Gujarati Type Foundry. Hundreds of these designs are prepared so nicely that, hardly a printer will fail to find his want supplied. On the other hand he will be perplexed to select from several designs pertaining to one and the same subject. 12345

25 A 8-Point Gothic No. 4 40 a
About 1 lb. 8 oz. About 1 lb. 12 oz.

MANY A TIME INQURIES ARE
Made whether the Gujarati Type Foundry will cast new types on working charges from the old types supplied by printers. This we hesitate to do except in our own metal owing to sound reasons.

30 A 6-Point Gothic No. 4 50 a
About 1 lb. About 1 lb. 4 oz.

EVERY TYPE AND SPACING MATERIAL
That will be thrown out of a machine bear a mark of this Foundry. Now if the constituents' old metals are soft, the party at blame is the caster. Process of repeated casting requires hardening of Type metals on scientific basis. The constituent parts are required to be analysed qualitative and quantitative. Some of the hack type founder

20 A About 1 lb. 12 oz. 10-Point Gothic No. 4 35 a About 2 lb. 2 oz.

A VARIED SELECTION OF ABOUT 1000 ELECTROS,
Is put before the printing world, in the Fine Art Catalogue of Electro Blocks. They are all type-high Copper Electros, mounted on wood and accurate at all angles and points, with deep deposit of copper layer. These blocks have now-a-days replaced cheap and useless stereos and duplicates sold in the market.

T'Gram
"Diamond"

☎ 22662

DIAMOND, PEARL & EMERALD
JEWELLERS AND SILVERSMITHS
DEALERS IN ALL PRECIOUS STONES

PYDHOWNY BOMBAY

Pearl & Rose Borders

Agents for all Literary Publications
Manufacturers of Fancy Stationery

Art Catalog & Three Color a Speciality

Awarded 2 Gold Medals from Printing Industry Exhibition Bombay 1826

☐ ☐ ☐

BHARAT LAXMI PRESS
ART PRINTERS, STATIONERS AND ADVERTISING EXPERTS

☐ ☐ ☐

Lala Chandra Kishor
Managing Proprietor

Hornby Road
BOMBAY 1
Tip-Top Bldg.
Second Floor

Telegram . . Bharat
Telephone No. 23943

Ornamental Shaded

⊣ Cast on the American Point System. ⊢

6 A About 2 lb. 9 oz. 30-Point 9 a About 3 lb.

THIS LOVELY SERIES

5 A About 3 lb. 10 oz. 36-Point 8 a About 4 lb. 3 oz.

IS APPRECIATED

4 A About 5 lb. 4 oz. 48-Point 5 a About 5 lb. 4 oz.

BY PRINTER

For prices see separate list

COPPER MIXED TYPE

18-Point Elephanta

10 A About 2 lb. 5 oz. 8 A About 1 lb. 2 oz. 24 a About 3 lb. 12 oz.

ECONOMICAL MANAGEMENT SHOWN
EVIDENCED BY PURCHASES OF
Systematic Type Buying Material for 279

12 A About 3 lb. 2 oz. 12-Point Curzon Extended 25 a About 4 lb. 2 oz.

TICKET OPERATOR
North Western Routes 34

12 A 18-Point Apollo About 2 lb. 5 oz.

JUSTIFICATION EASY AND CORRECT 34

20 A About 1 lb. 4 oz. 10-Point Apollo 40 a About 1 lb. 10 oz.

OUR NEW STOCK OF COPPER & NICKEL ELECTROS IS QUITE
Unique in make and fineness of lines. We have experts to engrave
nice blocks of any designs to please one and all. 1234567890

24 A About 11 oz. 6-Point Apollo 50 a About 1 lb.

DEPTH OF THE COPPER ALLOY TYPE FACE CUT AND CAST BY THE G.T.F.
The Matter of Depth of Cutting is of Great Importance to all Users of Type Because Shallow
Faces will fill up very Quickly with Inks while the Forme is being run. 20

18 A 12-Point Ripon Expanded About 4 lb. 4 oz.

ECONOMICAL SYSTEM 48

25 A 10-Point Ripon Expanded About 3 lb. 14 oz.

INGENIOUS COMPOSING IS
NOW VISIBLE IN NEW BLOOD

For prices see separate list

COPPER MIXED TYPE

9 A 30-Point Gothic Condensed No. 1 About 4 lb.

USES STANDARD LINE 93

20 A 18-Point Gothic Condensed No. 1 About 4 lb.

TYPE ON AMERICAN POINT SYSTEM 32

30 A 12-Point Gothic Condensed No. 1 About 2 lb. 14 oz.

ALL HANDSOME TYPES ARE CAST ON POINT SYSTEM 76

9 A 24-Point Gothic Condensed No. 2 About 2 lb. 8 oz.

ADMIRE OUR LINING SYSTEM AND 36

9 A 18-Point Gothic Condensed No. 2 About 2 lb.

THE BEST METHOD IS FIXING STANDARD 31

12 A 16-Point Gothic Condensed No. 2 About 1 lb. 10 oz.

IT WILL BE TO YOUR ADVANTAGE TO BUY OUR TYPE ON 14

18 A 12-Point Gothic Condensed No. 2 About 1 lb. 12 oz.

JUSTIFICATION IN EVERY DIRECTION IS SECURED BY USING 90

10 A 24-Point Gothic Condensed No. 3 About 4 lb. 12 oz.

HERE IS ONE MORE ADDITION TO THE
GOTHIC FAMILY. THE REST FOLLOWS.

HHHHHHHHHHHHHHHHHHH

For prices see separate list

12 A — 24-Point Latin — About 4 lb. 4 oz.

STANDARD LINING TYPE IS 7

15 A — 16-Point Latin — About 2 lb. 7 oz.

TIME AND LABOR-SAVING SYSTEM IS 18

30 A — 12-Point Latin — About 2 lb. 10 oz.

SUPERIOR MATERIAL FOR PURCHASERS SUPPLIED 3

36 A — 10-Point Latin — About 2 lb. 10 oz.

ERRORS OF OLDER TYPE MAKING METHOD ARE CORRECTED 23

6 A About 2 lb. 13 oz. — 30-Point Mogul — 12 a About 3 lb. 5 oz.

THE GUJARATI TYPE FOUNDRY.

POINT LINING SYSTEM

15 A — 18-Point Latin Compressed — About 3 lb. 6 oz.

STANDARD LINE SYSTEM SAVES
TIME IN MODERN COMPOSITION

20 A — 12-Point Latin Compressed — About 2 lb. 4 oz.

SAVING BOTH IN TIME AND LABOUR MEANS
12345 PROFIT TO PRINTERS OF TO-DAY 67890

4 A — 24-Point Bhima Expanded — About 8 lb.

MODERN
2 LINE 3

5 A About 4 lb. — 30-Point Tagore — 8 a About 5 lb.

Place Your Type Order
on the basis of confidence

4 A About 4 lb. — 24-Point Acharya — 10 a About 4 lb. 8 oz.

Your Confidence in us will be
12345 much appreciated 67890

6 A — 36-Point Star — About 5 lb. 10 oz.

THIS MODERN

8 A — 24-Point Star — About 3 lb. 13 oz.

JUST MIND COPPER ALLOY

12 A — 18-Point Star — About 2 lb. 13 oz.

THE GUJARATI TYPE FOUNDRY

6 A About 3 lb. 4 oz. 30-POINT OPEN ORNAMENTED 14 a About 3 lb. 13 oz.

The Gujarati Type Foundry Is

8 A About 2 lb. 8 oz. 24-POINT OPEN ORNAMENTED 20 a About 3 lb. 5 oz.

Established to meet the present-day wants

12 A About 1 lb. 4 oz. 12-POINT OPEN ORNAMENTED 32 a About 1 lb. 13 oz.

Requirements of those Indian Printers who desire to be in line with the Printers of the West will be met by us.

8 A About 2 lb. 6 oz. 24-POINT ORNAMENTED NO. 9 20 a About 3 lb. 3 oz.

Unit Set is not Advantageous to Printer.

8 A About 2 lb. 30-POINT ORNAMENTED NO. 7 20 a About 2 lb. 15 oz.

The Types and Borders are kept in Stock at Our Foundry.

16 A About 3 lb. 4 oz. 24-POINT ORNAMENTED NO. 1 30 a About 3 lb.

Don't Miss Equipping Your Printing House with the Best Types

5 A About 2 lb. 10 oz. 30-POINT PRIEST 12 a About 3 lb. 4 oz.

Gujarati Type Is on Point Body 2

10 A About 2 lb. 18-POINT PRIEST 25 a About 2 lb. 10 oz.

Labour-Saving Types are Cast on Point Body 18

12 A 12-POINT MEHTA About 2 lb. 11 oz.

SAMPLE CHARMER IS

5 A 36-POINT ORNAMENTED NO. 10 About 3 lb. 10 oz.

MODERN DESIGNS

6 A 36-POINT ORNAMENTED NO. 13 About 4 lb. 11 oz.

STANDARD PRIME

6 A 36-POINT ORNAMENTED NO. 8 About 5 lb. 12 oz.

MODERN DESIGN 4

8 A About 2 lb. 18-POINT MUNSHI 16 a About 2 lb. 4 oz.

ONE INCH EQUALS SIX PICA

One Inch is Equal to Seventy-two Points 35

18 A 12-POINT BEAUTY About 2 lb. 7 oz.

HONOUR COMES TO BEST COMPOSITORS BY USING THE LABOUR SAVING PRODUCTS, 89

10 A About 1 lb. 14 oz. 12-POINT SURYA ITALIC 26 a About 2 lb. 14 oz.

AMERICAN POINT SYSTEM

Does not simply mean that a Pica means Twelve Points and a Small Pica means Eleven Points as some people understand. The words Pica, Small Pica etc., convey no meaning, 12

ORNAMENTED COPPER MIXED TYPE

6 A About 3 lb. 4 oz. 30-Point Open Ornamented 14 a About 3 lb. 13 oz.

The Gujarati Type Foundry Is

8 A About 2 lb. 8 oz. 24-Point Open Ornamented 20 a About 3 lb. 5 oz.

Established to meet the present-day wants

12 A About 1 lb. 4 oz. 12-Point Open Ornamented 32 a About 1 lb. 13 oz.

Requirements of those Indian Printers who desire to be in line with the Printers of the West will be met by us.

8 A About 2 lb. 6 oz. 24-Point Ornamented No. 9 20 a About 3 lb. 3 oz.

Unit Set is not Advantageous to Printer.

8 A About 2 lb. 30-Point Ornamented No. 7 20 a About 2 lb. 15 oz.

The Types and Borders are kept in Stock at Our Foundry.

16 A About 3 lb. 4 oz. 24-Point Ornamented No. 1 30 a About 3 lb.

Don't Miss Equipping Your Printing House with the Best Types

5 A About 2 lb. 10 oz. 30-Point Priest 12 a About 3 lb. 4 oz.

Gujarati Type Is on Point Body 2

10 A About 2 lb. 18-Point Priest 25 a About 2 lb. 10 oz.

Labour-Saving Types are Cast on Point Body 18

12 A 12-Point Mehta About 2 lb. 11 oz.

SAMPLE CHARMER IS

For prices see separate list

ORNAMENTED COPPER MIXED TYPE

5 A 36-Point Ornamented No. 10 About 3 lb. 10 oz.

MODERN DESIGNS

6 A 36-Point Ornamented No. 13 About 4 lb. 11 oz.

STANDARD PRIME

6 A 36-Point Ornamented No. 8 About 5 lb. 12 oz.

MODERN DESIGN 4

8 A About 2 lb. 18-Point Munshi 16 a About 2 lb. 4 oz.

ONE INCH EQUALS SIX PICA

One Inch is Equal to Seventy-two Points 35

18 A 12-Point Beauty About 2 lb. 7 oz.

HONOUR COMES TO BEST COMPOSITORS BY USING THE LABOUR SAVING PRODUCTS, 89

10 A About 1 lb. 14 oz. 12-Point Surva Italic 26 a About 2 lb. 14 oz.

AMERICAN POINT SYSTEM Does not simply mean that a Pica means Twelve Points and a Small Pica means Eleven Points as some people understand. The words Pica, Small Pica etc., convey no meaning, 12

For prices see separate list

STANDARD LINE
GTF
POINT SET BODY
GUJARATI TYPEFOUNDRY

MIRAN SERIES

8 A 24-Point Miran About 4 lb. 8 oz.

ECONOMICALS 123

9 A 20-Point Miran About 3 lb. 14 oz.

JUSTIFICATION IS 24

15 A 18-Point Miran About 4 lb. 4 oz.

COPPER MIXED TYPE IS 6

18 A 12-Point Miran About 2 lb. 14 oz.

LOOK AT THE FIRST CLASS TYPES 5

20 A 10-Point Miran About 1 lb. 13 oz.

IN COPPER-MIXED METALS ON LABOR-SAVING 196

12 A About 2 lb. 8 oz. 18-Point Shivajee Italic 24 a About 3 lb. 12 oz.

MACHINE CAST QUOTATIONS ARE
More Accurate Than Hand Cast Quotations 2

16 A About 2 lb. 7 oz. 16-Point Shivajee Italic No. 2 30 a About 3 lb. 8 oz.

ON ACCOUNT OF THE HEAT OF THE
Mould the Workman is not able to hold the 24

18 A About 2 lb. 8 oz. 14-Point Shivajee Italic 36 a About 3 lb. 10 oz.

THE GUJARATI TYPE FOUNDRY HAS LONG
Ago Established a Plant to Cast Quotations by Machines 5

For prices see separate list

SPECIMEN BOOK
OF
TYPE STYLES

FEATURING
TYPE FACES, BORDERS AND ORNAMENTS
CAST IN COPPER ALLOY
BY THE
GUJARATI TYPE FOUNDRY

◆

1928

GUJARATI TYPE FOUNDRY
Girgaon-Gaiwadi
BOMBAY

12 Point Maharani Border

SUDAMA SHADED

4 A About 3 lb. 10 oz. 36-POINT SUDAMA SHADED 7 a About 4 lb. 6 oz.

BESIDES TYPES
1 We Supply Good 2
Printing Machineries

6 A About 3 lb. 12 oz. 30-POINT SUDAMA SHADED 10 a About 4 lb. 4 oz

GOOD TYPOGRAPHY
12 Compels Attention! 34
Always Select The Best.

9 A About 3 lb. 9 oz. 24-POINT SUDAMA SHADED 12 a About 3 lb. 12 oz.

THE WELCOME ALARM!
Good Printing Is One Of Your
1 Most Profitable Salesman. 2

12 A About 3 lb. 4 oz. 18-POINT SUDAMA SHADED 16 a About 2 lb. 12 oz.

GOOD TYPOGRAPHY, GOOD
Paper & Good Presswork Cost Money
but they don't cost more than are worth.

For prices see separate list

SUDAMA SHADED

SPINNING
WHEEL AND
ITS MORAL

A Key to
India's Goal

BY

CALCUTTA

16 A About 2 lb. 4 oz. 14-POINT SUDAMA 27 a About 3 lb. 8 oz.

IN MODERN ADVERTISING,
Experience teaches that the most satisfactory and artistic typographical effects are secured from 7890

25 A About 2 lb. 12 oz. 12-POINT SUDAMA 40 a About 3 lb.

HAND-SET WORK.
Composition of this kind requires considerable adroitness and the long training of the master craftsman. 1234567

25 A About 2 lb. 1 oz. 10-POINT SUDAMA 45 a About 2 lb. 6 oz.

THE MODERN ADVERTISING
Typographer is essentially a creative genius-an artisan who handles the lifeless, unyielding materials, yet produces a finished product which 123 reflects the "feeling" of an artist, 456

30 A About 1 lb. 8 oz. 8-POINT SUDAMA 45 a About 1 lb. 8 oz.

THE WARMTH OF A FRIEND'S GREETING,
And the persuasiveness of your "star" life insurance or bond salesman. These are fundamentals in highpower advertising. They reach their supreme typographical excellence in what is known as the hand-set job-
12345 Good Typography. 67890

COPPER-MIXED TYPE

Things are great or small only by comparison. The superiority of type made from our celebrated Superior Copper-Mixed type metal is fully realised when compared with other makes.

THE GUJARATI TYPE FOUNDRY

For prices see separate list

Telegram "GUTYFO"

GUJARATI TYPE FOUNDRY

MANUFACTURERS OF

TYPE

BORDERS AND
ORNAMENTS
Gaiwadi-Girgaon
BOMBAY 4

Telephone 22942

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY

STOCKED BY

GIRDHARLAL & Co.

BUILDING CONTRACTORS
Kalbadevi Road, Parvati Bldg.
☎ 24332 BOMBAY 2

12 Point Arvind Border

TOY HOUSE

FOR CHILDREN ONLY

Parents Admitted to the
Counter only to Pay

JANMASHTAMI HOUSE
SURAT

Books :: Catalogs :: Stationery :: Folders

PROGRESSIVE PRINTING HOUSE

Celluloid & Metal Sheets
Color Printing a Speciality

CORNER LILY STREET
BOMBAY

ZAGHLUL PASHA
CHANCELLOR

Capturing the Eye is the Whole Battle

A BABY cooes, or a thrush sings, or a poppy inclines its tired head artistically, because each does it naturally. Alexander Pope said, "All Nature is but Art, unknown to thee". We favour simple type faces, because simplicity is nature's recipe for Art. What is farther away, yet nearer to view, than simple snow upon a mountain-peak? We cast Types the artistic naturalness of which, "Unknown to Thee" captures the eye, for capturing the eye is the whole battle in the type faces.

KNOW
THE DIFFERENCE.
WHY ?

WINE was more sparkling and savory when sipped out of a stork-legged glass, than out of a thick tumbler, yet it was the same wine. Breakfast carries a keener relish when served upon an embroidered Delhi cloth, than upon a bare board, yet it is the same breakfast. The types manufactured by us impresses even the untutored mind, which, though not conscious of the cause, is thrilled by the effect, be it a Sarojini, Sarla or Sudama Type Style.

GUJARATI
TYPE FOUNDRY

GAIWADI - GIRGAON
BOMBAY No. 4

Our Sudama Shaded Series

Cast in eight sizes
is profitable to any printer

DON'T try to dress up Type at the expense of readability. As a rule, the simpler you make a layout the more effective will be the finished job. Fancy frills and furbelows not only add to the cost, but often cut down the efficiency of the message.

Gujarati Border No. 1242

Copy plus Type, plus Ink, plus Paper equals profits. Are you a shareholder, Mr. Printer ?

Pearl & Rose Borders

Sudama Shaded
Type Series

Will permit you to execute orders with a style and workmanship comparable to the best

Particularly Adaptable
for Letterheads
Stationery
Etc.

Gujarati Border No. 1825

A Rare Exhibition of the Old Indian Art

SANDAL WOOD GOODS

TEAPOYS, CHESS TABLES, KERCHIEF
BOXES, PEN RACKS, PAPER
CUTTERS, ETC.

Spot
Cash

Spot
Sale

SHREE SUGANDHI STORE
SAGRAMPURA
SURAT

12 Point Arvind Border

GUJARATI STEELPLATE

◆

6 A 18-POINT No. 1 About 3 lb. 4 oz.

GOOD FACE

8 A 18-POINT No. 2 About 3 lb. 11 oz.

TYPOGRAPHY

10 A 12-POINT No. 1 About 2 lb. 8 oz.

PLEASING STYLE

12 A 12 POINT No. 2 About 2 lb. 4 oz.

GOOD TYPOGRAPHY
COMPELS ATTENTION

15 A 12-POINT No. 3 About 2 lb. 1 oz.

QUALITY PRINTING MAKES
VERY GOOD IMPRESSION 1

20 A 6-POINT No. 1 About 1 lb. 3 oz.

PRINTING BRINGS RESULTS AND
THEIR RESULTS DECIDE VALUE

22 A 6-POINT No. 2 About 1 lb. 1 oz.

POOR TYPOGRAPHY IS THE REASON FOR
123 THE TONS OF PRINTING WASTED 456

THE QUALITY PRESS
'WE PRINT TO PLEASE YOU'
KALBADEVI ROAD
BOMBAY

20436

For prices see separate list

FOUNDRY'S DINNER
ON
FULL MOON NIGHTS

THE STAFF OF THE
GUJARATI TYPE FOUNDRY
INVITES THE MEMBERS OF THE
COMPOSITORS' UNION
TO DINNER
AT FOUNDRY HOUSE ON EVERY
FULL MOON NIGHT AT NINE O' CLOCK

AFTER DINNER THE LATEST CREATIONS IN TYPE FACES AND IMPROVEMENTS IN TYPE STYLES WILL BE TAKEN UP FOR DISCUSSION

MISS GITA MANILAL
SCHOLAR
MAHILA VIDYALAYA

STEELPLATE
GIVES THE
EFFECT OF FINE
LITHOGRAPH
AND
COPPERPLATE
PRINTING

PHONE:
22672

OFFICE HOURS:
7 A.M. TO 9 P.M.

GAJANAN M. KHOTE M. D.
178, GIRGAON ROAD
BOMBAY

M ....
....

FOR SERVICES RENDERED:

MEMO FROM THE GUJARATI TYPE FOUNDRY
PRINTERS' PROVIDERS, GAIWADI-GIRGAON, BOMBAY

T'PHONE: 22942

T'GRAM: "GUTYFO"

SURYAPRASAD B. SHILOTRI

REQUESTS THE HONOUR OF YOUR PRESENCE
AT THE MARRIAGE OF HIS DAUGHTER
SUNITIDEVI
TO
HARSHADKUMAR
AT HIS RESIDENCE
ON WEDNESDAY JUNE THIRTEEN
NINENTEEN HUNDRED TWENTY EIGHT
AT EIGHT O'CLOCK

SHILOTRI COTTAGE
DADAR, BOMBAY

Pearl and Rose Borders

LODGE SALEM
NO. 124
MENU

MASONIC HALL
BOMBAY

T'PHONE: 143

T'GRAM: "PAPER"

INDIAN INDUSTRIAL CORPORATION

HONEST **PAPER** SERVICE

191, LOWER CHITPORE ROAD
CALCUTTA

MUSICAL EVENING

GRAND HALL
BOMBAY

ON TUESDAY 14TH FEB. 1928

CHAIR TO BE TAKEN
AT 7-30 P.M.

TICKET ONE RUPEE

SARASWATI
LITERARY
ASSOCIATION

PRESIDENT
A. B. BOLE
M.A.

CHUNILAL M. DESAI

MILLINER

BHINDI BAZAR
BOMBAY

ASHUTOSH & C

ART DEALERS AN
PICTURE FRA

SPECIALITY:
CLEANING & RE-GUILDING

HARRISON ROAD
CALCUTTA

"PRINTING--THE MOTHER
OF PROGRESS."

BOOKS ABOUT PRINTING

HELPFUL TO
EMPLOYERS
AND
EMPLOYEES

SUPPLIED BY

**THE GUJARATI
TYPE FOUNDRY**

GAIWADI-GIRGAON

BOMBAY

DO YOU REALISE

TYPE CAN BE MADE TO SIGH, TO WHISPER, TO MURMER, TO SPEAK, TO DECLAIM, TO SHOUT AND TO THUNDER. TYPE CAN BE MADE TO TAKE ON THE HEAVENLY HARMONY OF A SHAKUNTAL OR THT DEVILISH DISCORD OF A MAN ON THE STREET.

WE ORIGINATE TYPE STYLES AND MANUFACTURE TYPE SO THAT THE WRITER'S MESSAGE, WHICH SOME MIGHT READ AND FEW WOULD HEED, IS RE-READ AND OFTEN RE-RE-READ, THUS ETCHING UPON THE TABLET OF THE MIND THAT WHICH CANNOT QUICKLY BE EXPUNGED.

BUY GTF'S
TYPE
BORDERS
AND
ORNAMENTS

G
T
F

BOMBAY 4

THE NOBLE ART OF PRINTING IS THE VERY
FOSTER MOTHER OF ALL LEARNING.

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4

T'GRAM: "GUTYFO"
GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4
☎ 22942

JAVJI ORNAMENTED

A B C
D E E
F F G
H H I
J K L
M M
N N O
P Q R
R S T

10 A — 18-POINT JAVJI ORNAMENTED — About 3 lb.

WOOD CABINET
FOR PRINTERS 1

18 A — 12-POINT JAVJI ORNAMENTED — About 3 lb. 3 oz.

MADE TO ORDER AT
REASONABLE RATE

20 A — 10-POINT JAVJI ORNAMENTED — About 2 lb. 6 oz.

PREFER OUR NEW TYPE
FACES FOR YOUR JOBS

25 A — 8-POINT JAVJI ORNAMENTED — About 1 lb. 14 oz.

GOOD TYPE, GOOD PAPER, 2
GOOD INK AND MATERIALS
345 BRING BEST RESULT 786

U U V
W W
X Y Z
Æ Œ
& £ . , '
; : - ! ?)
1 2 3 4
5 6 7
8 9 0

ST. HARVY'S INSTITUTION FOR CHILDREN

C
F B

CHILDREN'S FANCY BAZAAR

IN AID OF

FIVE NEW SCHOLARSHIPS

WILL BE HELD IN THE TOWN
HALL, FROM MONDAY 7TH TO
SATURDAY 13TH SEPTEMBER.

GENTLEMEN	LADIES	CHILDREN
Rs. 3	Rs. 2	Re. 1

TELEPHONE: 22366 TELEGRAM: "CROWNSAFE"

THE CROWN SAFE MART

FIRE & THIEF PROOF SAFES & DOORS
LOCKS AND PADLOCKS OF EVERY KIND
156 ABDULRAHEMAN STREET, CROWN BUILDING
BOMBAY 3

ELEVENTH HORSE SHOW

21ST TO 31ST
MARCH 1928

BYCULLA
BOMBAY

SULTANA POTTERY WORKS

THIS PRICE LIST CANCELS PREVIOUS QUOTATION

RIVER SIDE
BROACH

12 Point Maharani Border

44628 T'GRAM: "GOLD"

MUNCHERSHAW & Co.

DESIGNERS, MANUFACTURERS & WHOLESALE DEALERS
ARTISTIC GOLD JEWELLERY

PARSI BAZAR STREET, FORT
BOMBAY

A. B. TAPKIRWALA, PRESIDENT
C. D. DIKSHIT, VICE PRESIDENT

E. F. WAZIR, CHIEF CASHIER
G. H. AKSHARGANIT, RECEIVING TELLER

CAPITAL Rs. 50,00,000

THE BANK OF COMMERCE

COMMERCE BUILDING, HORNBY ROAD
BOMBAY

SPECIAL ATTENTION
GIVEN TO COMMERCIAL COLLECTIONS
THROUGH BANKS IN INDIA
BURMAH & CEYLON

MEMBER OF
INDIAN BANKERS ASSOCIATION
AND THE BANKERS
LEAGUE

Gujarati Border No. 1242

REMOVAL

KINDLY NOTE THAT ON AND AFTER JULY 26, OUR ADDRESS WILL BE No. 272-274 RAMPART ROW, FORT, BOMBAY, THE PREMISES IN PRINCESS ST. HAVING BECOME TOO SMALL FOR OUR PRESENT REQUIREMENTS.

BAKOOL CYCLE COMPANY.

T'PHONE: 22833 T'GRAM: "JOGJOSHI"

JOGLEKAR & JOSHI

MANUFACTURERS OF
BALL AND CONE BEARING
SASH PULLEYS

PRESENTED BY.
P. B. JOSHI

188, GIRGAON ROAD
BOMBAY 4

GANDHI SERIES

FOR COPPERPLATE EFFECT

5 A — 24-POINT GANDHI — About 3 lb. 12 oz.

THIS SERIES IS 1 WELCOMED BY 1 3 THE PRINTERS 4

7 A — 18-POINT GANDHI No. 1 — About 2 lb. 14 oz.

IT IS THE SERIES FOR A GOOD DISPLAY OF IMPRESSIVE & CATCHING ADVERTISEMENT.

8 A — 18-POINT GANDHI No. 2 — About 3 lb. 4 oz.

WE RECOMMEND IT FOR LETTERHEAD, BILLHEAD & IMPRESSIVE DIRECT MAIL 1234 ADVERTISING. 5678

15 A — 12-POINT GANDHI No. 1 — About 2 lb. 10 oz.

CHOICE OF CAPITALS.

WHEN TO CHOOSE CAPITALS & WHEN LOWER-CASE LETTERS FOR ANY PARTICULAR KIND OF

For prices see separate list

GANDHI SERIES

FOR COPPERPLATE EFFECT

15 A — 12-POINT GANDHI No. 2 — About 2 lb. 1 oz.

KIND OF WORK

MUST BE GREATLY A MATTER OF TASTE AND EXPEDIENCY. THERE ARE, HOWEVER, SOME KINDS OF WORK IN WHICH

15 A — 12-POINT GANDHI No. 3 — About 1 lb. 13 oz.

WORK IN WHICH

CAPITALS HAVE A CERTAIN APPROPRIATENESS AND IN WHICH PERSONS OF TASTE ARE AGREED THAT THEY SERVE THE PURPOSE BEST. THE CHIEF OF THESE IS IN TITLE-PAGES AND

15 A — 12-POINT GANDHI No. 4 — About 1 lb. 13 oz.

HEADLINES OF BOOKS.

THE GREATER UNIFORMITY OF SHAPES OF THE CAPITALS OVER LOWER-CASE GIVES A DIGNITY AND PRECISENESS LACKING IN THE VARYING 12345 FORMS OF THE SMALL LETTERS. 67890

15 A — 12-POINT GANDHI No. 5 — About 1 lb. 10 oz.

THIS IS ESPECIALLY TRUE

IN PAGES CONTAINING FEW WORDS & AMPLE WHITE SPACES. FOR PERSONAL & PROFESSIONAL CARDS CIRCULARS, ANNOUNCEMENTS, ETC., SET IN ROMAN TYPE,

20 A — 6-PT. GANDHI No. 1 — About 15 oz.

LINES OF CAPITALS

ARE PREFERRED. WHEN THE COMPOSITION HAS MANY WORDS TO BE PUT INTO SMALL SPACE, 123 LOWER-CASE WILL BE 456

25 A — 6-PT. GANDHI No. 2 — About 15 oz.

MORE LEGIBLE, BUT ITS EFFECTIVENESS IN DISPLAY WILL OFTEN DEPEND UPON "COPY." 67890 12345

25 A — 6-PT. GANDHI No. 3 — About 14 oz.

A WORD WITH A CAPITAL

AND ROUND AND DESCENDING LOWER-CASE MAY BE EFFECTIVE IN BOLD ADVERTISING DISPLAY IN A DISTINCTIVE FACE, BUT ON A TITLE-PAGE IT WILL LOOK 1234

30 A — 6-PT. GANDHI No. 4 — About 13 oz.

COARSE AND STRAGGLING.

AS A MATTER OF CONSISTENCY, WHEN CAPITALS ARE CHOSEN FOR DISPLAY THE COMPOSITION OF THE ENTIRE PAGE SHOULD BE 12345678

ALL FONTS CONTAIN AT AY © LT LY SPECIAL CHARACTERS

For prices see separate list

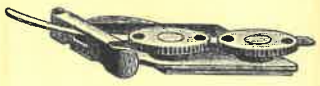
HOW TO ORDER
FROM THESE PROOFS

THE VICTORIA PHOTO STUDIO
7, SANDHURST BRIDGE, BOMBAY No. 4

WE HAVE THE HONOR TO ANNOUNCE THAT OUR REPRESENTATIVE WILL CALL ON YOU AT AN EARLY DATE WITH A FEW SPECIMENS OF PRINTING DONE BY US

SQUARE PRINTERY
MARKET SQUARE
BOMBAY

DOUBLE-GRIP
GAUGE PINS



SUPPLIED BY
GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4

GULISTAN MEDICINE MFG. COMPANY
AYURVEDIC MEDICINES
BOMBAY
No. 14

TYPOGRAPHIC PRINTING COY.

'PRESS DESIGNERS, COLOUR PRINTERS ARTISTIC EMBOSSERS, BOX MAKERS ETC.
CRAFTSMEN BUILDING, NICOL ROAD BALLARD ESTATE, FORT, BOMBAY

SERVICE **QUALITY**

TWENTY-ONE YEARS OF
PRACTICAL EXPERIENCE

ON THESE MERITS WE SOLICIT YOUR BUSINESS

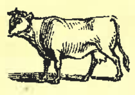
Service Printing Company

BUZARI LALL PANDIT, PROP.

NAI SARAK DELHI

THE
HUMANITARIAN LEAGUE OF INDIA

ANNUAL
SHOW



PARK-TOWN
MADRAS

☎
2
3
4

SAROJINI SERIES

FOR COPPERPLATE EFFECT

6 A 24-Point Sarojini No. 1 About 3 lb. 12 oz

THIS ELEGENT
TYPE FACE NOW
FILLS THE WANT

8 A 24-Point Sarojini No. 2 About 4 lb. 10 oz.

A GOOD MODERN
TYPOGRAPHER IS HE
WHO SATISFIES HIS

12 A 18-Point Sarojini No. 1 About 4 lb.

OUR COLLECTION OF
TYPE FACES CONTAINS
PRACTICALLY ALL OF

16 A 18-Point Sarojini No. 2 About 4 lb. 3 oz.

THE BEST FACES.
THEY HAVE BEEN CHOSEN
ONE BY ONE WITH CAREFUL
CONSIDERATION BOTH FOR

For prices see separate list

SAROJINI SERIES

FOR COPPERPLATE EFFECT

A
TYPE
SERIES
FOR
DECENT
LETTER
HEAD
MENU
CARDS
COVERS
FOLDER
ETC.

20 A 12-Point Sarojini No. 1 About 3 lb. 4 oz.

TO SAVE YOUR MONEY
& TIME USE GOOD TYPE

25 A 12-Point Sarojini No. 2 About 3 lb. 6 oz.

GOOD PRINTING ALWAYS
BRINGS IN GOOD BUSINESS.

30 A 12-Point Sarojini No. 3 About 3 lb. 8 oz.

OUR JOB TYPE FACES ARE PUT
UP IN SMALL FONTS TO SUIT ALL

30 A 12-Point Sarojini No. 4 About 3 lb. 2 oz.

PRINTING IS A NOBLE ART.
IT IS THE MOTHER OF PROGRESS. 12

30 A 6-Point Sarojini No. 1 About 1 lb. 4 oz.

THE USE OF CAPITALS ONLY IS MORE
SUCCESSFUL THAN THE USE OF CAPS & LOWER

40 A 6-Point Sarojini No. 2 About 1 lb. 4 oz.

IT IS NOT SO MUCH THE TYPE FACE AS THE WAY THE
TYPE IS HANDLED THAT GOES TO MAKE A PLEASING

40 A 6-Point Sarojini No. 3 About 1 lb. 1 oz.

A PLEASING PAGE.
REMEMBER THAT SPACING IS THE GREATEST FACTOR IN THE
FINAL RESULT. MOSTLY ANY TYPE FACE WILL LOOK BETTER WITH
1234567890 A TWO-POINT LEAD. 1234567890

THE MINERVA PRINTERY
1900 PANCHKUWA
AHMEDABAD
☎
1235

For prices see separate list

WE HAVE CONFIDENCE IN OUR OWN PRODUCTS, AND GUARANTEE SATISFACTION.

SPECIALTIES:
- DIAMOND AND GEM.
- JEWELLERY.
- RINGS AND BROOCHES.
- BRACELETS. BRONZES.
- HAND MIRRORS.
- COMBS AND BRUSHES.
- ORMOLU AND GILT SETS.
- QUARTER-CHIME CLOCKS
- MARBLE TIMEPIECES.

MEHTA & MUNSHI

JEWELLERS AND SILVERSMITHS

WATCHMAKERS & METAL WORKERS

18, HORNBY ROAD
BOMBAY

SPECIALTIES:
- GRANDFATHER CLOCKS.
- ENGLISH AND FOREIGN WATCHES.
- TEA & COFFEE SERVICES
- TRAYS. SALVERS.
- AFTERNOON TEA STANDS.
- CRUETS. CUTLERY.
- WINE FLAGONS.
- CLARET JUGS.

NO. ....

DATE ....

RS. ....

PAY TO ....

.... OR BEARER

SUM OF RS. ....

TO ....

BOMBAY, ... 19

NO. ....

RS. ....

SERVICE PRINTING COMPANY

PAY TO .... OR BEARER

SUM OF RS. ....

TO ....

PER PRO. SERVICE PRINTING COMPANY

....

MANAGER

MAHILA VIDYALAYA

SUNDAY SCHOOL TEA PARTY

WILL TAKE PLACE ON

SATURDAY, JUNE 30TH, 1928

AT HALF PAST FOUR PROMPT

PARENTS SPECIALLY INVITED

GOPIPURA SURAT

PRIZE DISTRIBUTION AT 8 P. M.

HOUSEHOLD FURNITURE DEPOT

GREATEST VARIETIES

REASONABLE PRICES

SHOW ROOM:
31, SANDHURST ROAD
BOMBAY

NEW YEAR NOVELTIES

FRESH STOCK FROM JAIPORE

JAIPORE NOVELTY STORES

7, HORNBY ROAD,
BOMBAY 1

SAROJINI
IS AN ATTRACTIVE TYPE SERIES FOR COPPERPLATE EFFECT

ALWAYS OUT
NEVER IN

Dr. Know Nothing
SEMI SURGEON

GUARANTEE TO
CURE OR KILL

CEMETRY YARD
SEWRI

Ramananda Chatterjea

EDITOR
THE MODERN REVIEW

RETURN IN FIVE DAYS TO THE
Gujarati Type Foundry

Traders in
Type Styles

Girgaon
BOMBAY

Miss Suniti Mehta

REQUESTS THE PLEASURE OF

……………………………………………

COMPANY AT THE Cottage Assembly

Rooms, ON

SATURDAY EVENING, AUGUST 15th

FROM 7-30 TO 10 O'CLOCK

PARNA KUTI
DUMAS

AN EARLY ANSWER WILL OBLIGE

SARLA SERIES

FOR COPPERPLATE EFFECT

8 A — 24-Point Sarla No. 1 — About 4 lb. 8 oz.

PRODUCTION AND
QUALITY ARE 2 MOST
ESSENTIAL FEATURES

8 A — 24-Point Sarla No. 2 — About 2 lb. 14 oz.

ESSENTIAL FEATURES
IN THE COMPOSING ROOM
OF ANY PRINTING PLANT. 1

12 A — 18-Point Sarla No. 1 — About 3 lb. 8 oz.

QUALITY CONTROLS
THE SELLING PRICE OF GOOD
COMPOSITION AND ATTRACTS

16 A — 18-Point Sarla No. 2 — About 3 lb. 3 oz.

ATTRACTS BUYERS WHO
ARE DISCRIMINATING AND KNOW
GOOD PRINTING. TRUE VALUE IS THE
MEASURE OF PERFORMANCE IN USE.

For prices see separate list

ANNIVERSARY LUNCHEON

GIVEN BY THE ASSOCIATION OF PRINTING HOUSE CRAFTSMEN

AT BED OF A PRESS DATE DOUBTFUL

COMPOSITION

TYPES:

SARLA SAROJINI GANDHI ASHOK

WITH SUITABLE BORDERS

MAKE UP

2 & 3 PT. LEADS THIN B'RULE

ACCURATE LENGTH

MAKE READY

HAND CUT OVERLAYS THIN & THICK TISSUES

SUITABLE PACKING

PRESS WORK

GOOD ROLLERS CAREFUL FEEDING

HARD INK WITH LIQUID REDUCER

6 Point Gujarati Border No. 633

ELECTRICAL EXHIBITS

FROM OCTOBER FOURTH TO NOVEMBER FIFTEENTH

A UNIQUE DISPLAY OF ARTISTIC HOUSEHOLD LAMPS, CHANDELIERS, WASHING MACHINES. SEWING MACHINES, VACUUMS AND MANY OTHER NEW CONVENIENCES

AT THE INDIAN ELECTRICAL SHOP

ELECTRIC HOUSE, NINTY-SEVEN PRINCESS STREET, BOMBAY 2

GANDHI SERIES

BEING A HEAVY FACE TYPE BETTER EFFECT WILL BE ATTAINED BY USING IT WITH LIGHT FACE TYPES OF IRAVATI, SAROJINI AND SARLA SERIES.

'PHONE : 128 'GRAM : PAPERTOYS

KARIMBUX PEERBUX

PAPER TOYS FOR CHILDREN

PIPAL MANDI

AGRA CITY

TELEPHONE: 23942 TELEGRAM: PEARLCAR

THE SERVICE MOTOR COMPANY

SOLE CONCESSIONAIRES OF THE

PEARL CAR

HUGHES ROAD

BOMBAY

☎ 22394 NAGDEVI STREET

BOMBAY, ...

M..

.... D

TO **AMRUTLAL AMICHAND VORA**

MILL STORES SUPPLIER

ACCOUNT RENDERED

☎ 22394

LOCKS

OF ALL KINDS

VINAYAK KASHINATH GORE

REPRESENTATIVE

NAGDEVI SAFE & LOCK C.

NON-BREAKING SAFES & LOCKS

NAGDEVI STREET

BOMBAY

'PHONE 20296 HOURS : 7 A. M. TO 6 P. M.

A. K. KARKHANIS

DENTIST

TAJMAHAL HOTEL BOMBAY

SPECIMENS OF SARLA AND GANDHI SERIES IN COMBINATION

TYPE FACES WITH

EXPRESSION

THE CRASH OF CYMBALS STIRS IN A MARCH, BUT SWEARS IN A MINUET. PUMPS ARE ADMIRABLE IN THE BALLROOM, BUT LAUGHABLE IN THE BACKWOODS. WE SINGLE OUT TYPE FACES WHICH ARE FEELINGLY EXPRESSIVE OF THE CAPTION AND THE COPY; BORDERS IN WHICH LURKS A SEEMLY MOTIVE AND A SILENT MEANING; ORNAMENTS, IF NEED BE, WHICH FIT THE THEME AS FELICITOUSLY AS A SCROLLED SCABBARD FITS ITS BRIGHT BLADE.

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY

Gujarati Border No. 1825

THE CONSTANTLY INCREASING USE OF G. T. F. TYPES IN PRINTING MATTER IS PRETTY CONCLUSIVE PROOF THAT

IT PAYS

THE GENERAL FOUNDATION OF WORK IN THE PRINTING INDUSTRY IS TYPOGRAPHY

SARLA SERIES

FOR COPPERPLTE EFFECT

20 A — 12-POINT SARLA No. 1 — About 2 lb. 4 oz.

EVERY PRINTER SHOULD BE PROUD OF HIS PROFESSION.

25 A — 12-POINT SARLA No. 2 — About 2 lb. 13 oz.

TYPE FACES THAT HARMONIZE 123 WITH THE MERCHANDISE. 456

30 A — 12-POINT SARLA No. 3 — About 2 lb. 10 oz.

IN FIRST CLASS PRINTERS' PLANTS OUR SERIES OF TYPES ARE VERY USEFUL. 3

30 A — 12-POINT SARLA No. 4 — About 2 lb. 6 oz.

CREATIVE PRINTING BRINGS OUT THE GENIUS 56 OF THE ARTIST WITH TYPE AND INK. 78

30 A — 6-POINT SARLA No. 1 — About 15 oz.

PROGRESSIVE PRINTER NEVER WAITS TO EQUIP HIS PRINTERY WITH UP-TO-DATE MATERIALS IN PRINTING.

40 A — 6-POINT SARLA No. 2 — About 15 ob.

TYPES MAY LOOK THE SAME AND COST THE SAME, BUT THE 12345 RESULTS ON PAPER MAY BE WIDELY DIFFERENT. 67890

40 A — 6-POINT SARLA No. 3 — About 14 oz.

ARTISTIC PRINTERS FULLY APPRECIATE THE BIG RANGE OF SERVICE THEY ARE ABLE TO RENDER WITH OUR NEW UNIQUE TYPE FACES SHOWN IN THIS SPECIMEN BOOK.

MISSES M. & I. BANAJI

TAKE MUCH PRIDE IN INVITING

M...

TO THE PRIVATE OPENING OF THEIR

VANITA VASTRA BHANDAR

DISPLAYING SELECTED SARIES AND FROCKS ON THE AFTERNOON OF MARCH SECOND FROM TWO UNTIL SIX O'CLOCK NINETEEN TWENTY-EIGHT

ESPLANADE ROAD
BOMBAY

For prices see separate list

R. H. KANADE
PROPRIETOR

WELDING AND
GEAR CUTTING

PRINTERS' MACHINERY
AND PRESS ERECTING

SERVICE MAC
AUTOMATIC LABOU
GENERAL M
MAZAGA
BOM

PRACTICAL PAINTING

WITH
TWO HUNDRED
ILLUSTRATIONS

PUBLISHED BY
INDIAN SCENERY
PUBLISHING CO.
HORNBY ROAD, FORT
BOMBAY

PRINTING
INKS
IN VARIOUS COLORS

SUPPLIED BY
GUJARATI
TYPE
FOUNDRY
BOMBAY

AMRUTLAL AMICHAND VORA
NAGDEVI STREET
BOMBAY

SINCE WE CANNOT DO ALL
THE PRINTING, WE WILL
ONLY DO THE BEST

GOPAL & GOVIND
THE JOB PRINTERS
GAIWADI · GIRGAON
BOMBAY No 4

MAILING CARD

THIS WILL
COST YOU
HALF AN ANNA
BUT YOU'LL
NEVER MISS
IT

THE GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4

SWASTIKA
ORNAMENTS

卐

AVAILABLE IN NINE
SIZES FROM SIX
TO SEVENTY TWO
POINTS IN SINGLE
OR TWO COLORS

TELEGRAM: GUTYFO
TELEPHONE: 22942

GUJARATI TYPE FOUNDRY

AWARDED SEVEN
GOLD MEDALS

TYPES BORDERS ORNAMENTS BRASS RULES
MACHINERY ELECTROS WOODEN FURNITURES

CODES: PRIVATE AND
A. B. C. 6TH EDITION

GAIWADI GIRGAON BOMBAY No. 4

IRAVATI SERIES

FOR COPPERPLATE EFFECT

6 A — 24-Point Iravati No. 1 — About 4 lb. 2 oz.

PRINTING IS A
FINE ART-TRY &
IT DEVELOPS. 16

8 A — 24-Point Iravati No. 2 — About 5 lb.

BETTER RESULT
WITH THIS SERIES
IS ACCOMPLISHED:

12 A — 18-Point Iravati No. 1 — About 4 lb. 5 oz

WE MANUFACTURE
1 VERY DISTINCTIVE 2
TYPE FOR CORRECT
345 STATIONERY 678

16 A — 18-Point Iravati No. 2 — About 4 lb. 8 oz.

THE GENERAL
FOUNDATION OF WORK IN
THE PRINTING INDUSTRY
123 IS TYPOGRAPHY; 456

IRAVATI SERIES

FOR COPPERPLATE EFFECT

IT IS A
PRINTER'S
DUTY
TO HAVE
**BOOKS ON
PRINTING**
FOR
STUDY AND
REFERENCE.

SUCH A
LIBRARY
IS NOT A
LUXURY
BUT ONE
OF THE
NECESSITIES
OF LIFE.

THE GUJARATI
TYPE
FOUNDRY
BOMBAY
SELLS SUCH
BOOKS

20 A — 12-Point Iravati No. 1 — About 3 lb. 8 oz.

ATTRACTIVE DESIGNS
6 DRAW ATTENTION. 7

25 A — 12-Point Iravati No. 2 — About 3 lb. 10 oz.

THE ARTISTIC PRINTER
IS NOW SETTING A PACE!

30 A — 12-Point Iravati No. 3 — About 3 lb. 12 oz.

OUR TYPE STAPLE AS WHEAT,
1234 IS THE VERDICT: 5678

30 A — 12-Point Iravati No. 4 — About 3 lb. 6 oz.

PRINTING IS THE INSEPARABLE
8 COMPANION OF ACHIEVEMENT; 9

30 A — 6-Point Iravati No. 1 — About 1 lb. 6 oz.

SAVE TIME AND MONEY BY INVESTING IN
LABOUR-SAVING STANDARD LINE TYPES,

40 A — 6-Point Iravati No. 2 — About 1 lb. 6 oz.

YOU NEED GOOD TYPES BECAUSE WHAT EYE
12 DOESN'T SEE, MIND DOESN'T RECEIVE. 34

40 A — 6-Point Iravati No. 3 — About 1 lb. 4 oz.

MANY MISUNDERSTANDINGS MIGHT BE AVOIDED IF THE
PUBLIC UNDERSTOOD THE PROCESS OF A PRINTERY. 2

40 A — 6-Point Iravati No. 4 — About 1 lb. 3 oz.

OUR PURPOSE IN PRESSING YOU TO USE OUR TYPES IS TO CREATE
1 2 3 4 5 MORE AND MORE BETTER PRINTING. 6 7 8 9 0

PROOFS

ARE TAKEN ON THIS PRESS IN
LESS TIME THAN IT NOW TAKES
TO PULL ON ANY OTHER PRESS

GUJARATI TYPE FOUNDRY-BOMBAY 4

PHONE: 22638

OFFICE HOURS:
7 TO 9 A.M.
3 TO 6 P.M.

DR. MISS TARAMATI
M. B. B. S.

NEW CHARNI ROAD
BOMBAY

☎ 22942

TELEGRAM: "GU

GUJARATI TYPE F

TYPES
MAKERS OF
BORDERS
ORNAMENTS

PRESENTED BY
G. A. ABHYANKER

GAIWADI-GIRGAON
BOMBAY 4

Pearl & Rose Borders

TELEPHONE
22462

DEVJI NANJI IMPLEMENT CO.

HARDWARE
OF ALL KINDS

PAINTS AND
VARNISHES

FARM WAGONS
BUGGIES, TRUCKS

HARNESS AND
SADDLERY ETC.

FACTORY:
AGRA ROAD
GHATKOPAR

OFFICE:
PARSI BAZAR STREET, FORT,
BOMBAY

PRACTICAL
GIFTS

GUARANTEED
EIGHTEEN CARAT
GOLD

MURARI LALL
DEALER IN PRECIOUS STONES
ZAVERI BAZAR, BOMBAY

Swastika Ornament No. 9 A

I. J. BHIDE K. L. MODY M. N. KARANJIA

LAW OFFICES OF
BHIDE, MODY & KARANJIA
HORNBY ROAD, FORT,
BOMBAY

SPECIAL ATTENTION GIVEN
COLLECTION

TELEPHONE:
22394

IF NOT DELIVERED
RETURN TO

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON-BOMBAY 4

FINE WHITE
RARE SILK

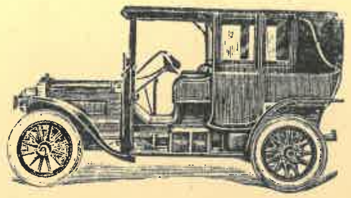
ESPECIALLY MADE
FOR CROCHETING,
EMBROIDERING
AND KNITTING

AMIN & CO.
KALBADEVI ROAD
BOMBAY 2

Sindia Border

HELPFUL HINTS

HOW TO RUN YOUR
MOTOR CAR TO THE
BEST ADVANTAGE



PUBLISHED BY THE
AUTOMOBILE
ASSOCIATION
FORT, BOMBAY 1

Electro No. 82

PEOPLE WHO LIVE IN
GLASS HOUSES
SHOULD NOT
THROW STONES

BUT WE'LL TELL THE WORLD THAT PRINTING AS IT IS DONE IN OUR 'HOUSE OF GLASS' IS EXCEPTIONAL: SO MUCH SO, WE DO NOT FEAR THE REACTION OF THE ABOVE SLOGAN.

WE ARE QUALIFIED TO PRODUCE THE MORE ARTISTIC AND INTRICATE PRINTING, FOR OUR WORKMANSHIP IS OF THE HIGHEST POSSIBLE INTELLIGENCE AND OUR MATERIALS THE MOST MODERN NOW USED IN THIS AGE.

SQUARE
PRINTERY

MARKET
SQUARE
BOMBAY

OUR HOUSE
OF GLASS.

Combination of Taramati, Iravati & Sarla Type Styles

TARAMATI SERIES

FOR ENGRAVED EFFECT

6 A 24-POINT TARAMATI NO. 1 About 3 lb. 6 oz.

STRIKING 24

8 A 24-POINT TARAMATI NO. 2 About 4 lb. 3 oz.

HARD METAL 2

12 A 18-POINT TARAMATI NO. 1 About 4 lb.

TYPES BORDERS

16 A 18-POINT TARAMATI NO. 2 About 4 lb. 6 oz.

ORNAMENTS SIGNS 1

20 A 12-POINT TARAMATI NO. 1 About 3 lb.

ARE ALWAYS USED WITH
PLAIN BRASS RULES 123

25 A 12-POINT TARAMATI NO. 2 About 3 lb.

THE ATMOSPHERE OF ANY 4
PLACE OF BUSINESS IS 567

30 A 12-POINT TARAMATI NO. 3 About 3 lb. 3 oz.

OFTEN DETERMINED BY THE 890
MENTAL ATTITUDE OF THE MAJO

30 A 12-POINT TARAMATI NO 4 About 2 lb. 11 oz.

MAJORITY OF THOSE WHO LIVED IN IT.
THE FINEST PRINTING IS THE FINEST

40 A 6-POINT TARAMATI NO. 1 About 1 lb. 7 oz.

ART IN ANY REALM, IS TEMPERATE, NOT GIVEN
TO EXCESSES IN THE FORM, THE COLOR, OR THE

40 A 6-POINT TARAMATI NO. 2 About 1 lb. 3 oz.

RUSH-ORDER PROMISES ARE EASILY MADE, BUT NOT SO
READILY FULFILLED-CONSEQUENTLY THEY OFTEN RESULT

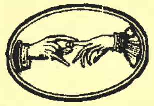
MMMMMMMMMMM

For prices see separate list

THE KEY

THE importance of a key can be measured only by the value of what it lets you in for or what it keeps you out of. But it takes it by and large and you'll find that the right key is one of the prized possessions.

WEDDING RING



ONLY a little band of gold, but it's a mighty thing. See how it binds our civilisation to-gether! See how it keeps men busy on the job! What a happy ending it is to many an ambitious woman's career!

USHAKANT SERIES

6 A 24-POINT USHAKANT NO. 1 About 4 lb.

PRINT BEST

7 A 24-POINT USHAKANT NO. 2 About 3 lb. 10 oz.

JOBS YOU GET

10 A 18-POINT USHAKANT NO. 1 About 3 lb.

TO SATISFY YOUR

12 A 18-POINT USHAKANT NO. 2 About 3 lb. 2 oz.

CUSTOMERS WHOSE

14 A 12-POINT USHAKANT NO. 1 About 2 lb. 2 oz.

HELP WOULD BRING YOU

18 A 12-POINT USHAKANT NO. 2 About 2 lb. 6 oz.

GOOD LUCK AND PROSPERITY.

20 A 12-POINT USHAKANT NO. 3 About 1 lb. 13 oz.

FIND THE CAUSE OF UNPROFITABLE
PRINTING AND REST NOT TILL IT

22 A 12-POINT USHAKANT NO. 4 About 1 lb. 14 oz.

IT IS REMOVED. PRINTING IS PROFITABLE IN
THE HANDS OF REAL BUSINESS MEN.

25 A 6-POINT USHAKANT About 15 oz.

WHERE LEGIBILITY IS A PRIME CONSIDERATION
12345 LEADED LINES ARE PREFERABLE. 67890

For prices see separate list

TELEPHONE
NUMBER

Your eyes have to be good to read it at all in the book, and yet unless you get the right number all the others in the book are no good. In Type-Foundry, for instance, there is no substitute for our number, Central 22942.

GUJARATI TYPE FOUNDRY-BOMBAY

Z M. WADIA
hanical Engineer
Agar Bazar, Dadar
BOMBAY

ARTS
IBITION

Oil and Water Colour Paintings, Black and White Sketches, Wood Carving, Enamel Work, Modelling etc.

ART GALLERY, 9, ESPLANADE ROAD
BOMBAY

Announcing
the Removal on December fourteenth of
THE BOMBAY AUTOMOBILE WORKS
offices and plant from Twenty-two New Queen's Road
to our own larger and more convenient quarters at
218, HUGHES ROAD
'Phone: 22962 'Gram: "Autoworks"

Repairing *Makers of "Aero Cars" of Comfort* *Painting*

MISS JAYAGAVRI MEHTA

Instructor
Municipal Girls' School
BOMBAY

LILY PRINTING CORPORATION
Manufacturers of
FINE COMMERCIAL, CATALOGUE
AND COLOUR PRINTING
20, *Frere Road, Fort*
Bombay

MISS SANTABAI JOSHI

PRICE LIST OF
PAPER
TOYS
FOR CHILDREN

PEERBUX
MANDI
A CITY

MR. & MRS. LONG PRIMER
ANNOUNCE THE MARRIAGE
OF THEIR DAUGHTER
RUBY NONPAREIL
TO
TWO-LINE MINION
ON WED'DAY MORNING, THE FIRST OF JANUARY
NINETEEN HUNDRED AND THIRTY
AT AN OCTAVO GALLEY
MADE BY G. T. F.
BOMBAY

YOUR
PARTNER
THE
PRINTER

ASHOKA SERIES

7 A 24-Point Ashoka About 5 lb. 12 oz.

PRINT GOOD
LETTERHEADS

7 A 18-Point Ashoka No. 1 About 3 lb. 4 oz.

CHEAP PRINTING
1 IS NO ECONOMY 2

10 A 18-Point Ashoka No. 2 About 3 lb. 10 oz.

PRINTING COSTS ARE
GREATLY REDUCED BY
3 USING OUR TYPES 2

15 A 12-Point Ashoka No. 1 About 2 lb. 14 oz.

MODERN PRINTING IS THE
VEHICLE OF BUSINESS, OF
7 NATIONAL ACTIVITIES 9

20 A 12-Point Ashoka No. 2 About 3 lb.

KEEP ALL YOUR PRINTING PLANT
MODERN BY THE AQUISITION OF
OUR LATEST TYPE CREATIONS 12

25 A 12-Point Ashoka No. 3 About 2 lb. 14 oz.

STYLE FIXES YOUR STATUS AS A PRINTER.
WHETHER STYLE IS GOOD OR BAD DE-
PENDS UPON YOUR TYPE. MANY PRINTERS
3 LET THEIR TYPE STYLES GET BEHIND 4

For prices see separate list

ASHOKA SERIES

◆

15 A 12-Point No. 1 About 2 lb. 14 oz.

COMPOSITORS

20 A 12-Point No. 2 About 3 lb.

USE OUR STICKS

25 A 12-Point No. 3 About 2 lb. 14 oz.

STUDY WELL OUR CODE
WORDS TO SAVE COSTS

32 A 6-Point No. 1 About 1 lb. 10 oz.

WHILE COMPOSING FINE LINE
TYPES, CARE MAY BE TAKEN.

40 A 6-Point No. 2 About 1 lb. 10 oz.

EQUAL CARE IS NECESSARY IN SET-
TING, PLANING AND DISTRIBUTING.

50 A 6-Point No. 3 About 1 lb. 10 oz.

THE PRINTER WHO REGARDS HIMSELF AS A
1234 LABOURER WILL ALWAYS BE ONE. 5678

TYPES
THAT
TALK

卐

ASHOKA
IS ONE
OF THEM

For prices see separate list

ANNOUNCEMENT

WE TAKE PLEASURE IN PRESENTING TO THE PRINTING TRADE THIS ATTRACTIVE SERIES OF TYPE, ASHOKA, PERFECT FOR BUSINESS OR SOCIETY PRINTING, PLEASING TO THE EYE AND NOTED FOR ITS CLEARNESS.

THE GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON, BOMBAY

HAVE YOU
EVER USED

VALDURA
ASPHALT PAINT

?

IF NOT
TRY IT

VARNISH &
COLOUR Co.
BHUSAWAL

NARMADA
PAPER
COMPANY

ACCOUNT BOOK
AND
COVER PAPERS

TRADE MARK

FACTORY:
RIVER SIDE
BROACH

6 pt. Folly Border A

'PHONE: 24325

JEROME KENNEY
ORIGINATOR OF IDEAS
FOR PRESS CAMPAIGNS AND
HOUSE ORGANS

HORNBY ROAD BOMBAY

FOR
PRINTING
TYPES,
MACHINERY
AND
MATERIALS
WRITE TO
G. T. F.
BOMBAY

Electro No. 739

FACTS
FOR ALL PRINTERS

THE BEST PROOF OF THE VALUE OF NEW TYPE FACES TO THE PRINTER IS SHOWN IN THE TREMENDOUS GROWTH OF THE GUJARATI TYPE FOUNDRY WHICH PUTS OUT MORE NEW FACES FROM TIME TO TIME. THE PRINTER FINDS THAT THE CUSTOMER'S EYE IS CAUGHT BY THE NEW FACES, AND THAT HIS PRINTING ORDERS INCREASE. THE MOST PRACTICAL WAY TO OBTAIN DIFFERENCE & DISTINCTION IS WITH THE NEWER TYPE FACES WHICH GIVE THE EFFECT OF PLEASING NOVELTY, WITHOUT ECCENTRICITY. BUSINESS MEN OF TO-DAY ARE DEMANDING PLAIN AND EASILY-READ COMPOSITION, WELL PRINTED. SINCE THIS KIND OF PRINTING IS STANDARDIZING IN INDIA, THE ONLY WAY IN WHICH DISTINCTION CAN BE OBTAINED IS IN THE USE OF GOOD DISPLAY TYPE FACES. MANY NEW AND ATTRACTIVE FACES ARE SHOWN IN THIS BOOK, TO MAIL YOUR ORDERS EARLY TO THE

GUJARATI TYPE FOUNDRY
BOMBAY

A HOUSE OF
STATUES

J. DUBASHE'S
ART STUDIO
HORNBY ROAD, BOMBAY

☎ 22257

POLISHEUM

KEY BRAND

FOR POLISHING
& PRESERVING
ALL KINDS OF
LEATHERS

TEN
OUNCE
BOX
8
ANNAS
EACH

M. N. BUKHARI COMPANY
29, KALBADEVI ROAD, BOMBAY

☎ 25216

MONTHLY STATEMENT

BOMBAY 19

M .... DR

To **POONA ORIENT Co.**

EXPORTERS & IMPORTERS

GENERAL OFFICE
AT CHURCH GATE STREET, BOMBAY

VITHALDAS CH

JEWELLERS AND

MESSRS **SPACES & QUADS**

PRINTERS' PROVIDERS

GAIWADI,
GIRGAON

BO

G. K. DALAL

R. T. MEHTA

DALAL & MEHTA

ARCHITECTS

HORNBY ROAD, FORT
BOMBAY

GARDEN TOOLS CONCERN

TELEPHONE:
22678

TELEGRAM:
"GARD"

WHEEL-BARROWS, SPADES, WATERING CANS, LAWN MOWERS, RAKES, HEDGE CLIPPERS, GARDEN LINES, PRUNING SHEARS, GARDEN GLOVES, GARDEN HOSE, FLOWER POTS, CULTIVATORS' SYRINGES, LAWN ROLLERS, SPRAYING FLUIDS, SEED PANS, PLANT STAKES.

181-183, NAGDEVI STREET, BOMBAY 3

A GRAND SALE OF

ARAB HORSES

AT OUR ARAB STABLES ON SUNDAY 1, JANUARY 1928 AT ELEVEN O'CLOCK S.T.

THESE HEALTHY ANIMALS ARE TO BE SOLD AT PRICES RANGING FROM Rs. 500 TO 1000.

FOR FURTHER PARTICULARS APPLY TO

KHAN & MOSES

281, NAGDEVI STREET, BOMBAY

BOOKS OF DRAMATIC EXPRESSION

THIS PAMPHLET CONTAINS A COMPLETE LIST OF TITLES OF ALL DRAMAS WRITTEN SINCE THE TIME OF KALIDAS

ROY
BOOK EXCHANGE
HORNBY ROAD BOMBAY

NOBLE PRESS

THE BEST QUALITY
PRINTING

PROPRIETOR : E. NOBLE

TELEPHONE:
22982

TELEGRAM:
PRINTING

WE USE GUJARATI TYPE FOUNDRY MATERIALS EXCLUSIVELY

KALBADEVI ROAD
BOMBAY 2

A. B. KHAN
M. I. MOSES

KHAN AND MOSES
HARNESS
NAGDEVI STREET, BOMBAY

SIDE SADDLES
TANDEM RIGS

ASHOKA SERIES

IS GOOD FOR PRINTING INVITATIONS, ANNOUNCEMENTS, BUSINESS CARDS, AND GENERAL MERCANTILE FORMS

G. T. F.
BOMBAY 4

Rollers

FIRST-CLASS PRINTING is not possible--no matter how efficient the Machinery, nor how artistic the Composition unless the ROLLERS ARE RIGHT. The Pressman may be skillful, but give him Rollers of inferior quality, and even his best efforts will be resultless. Gujarati Type Foundry's

"Swastika" Brand Roller Composition

has never failed to satisfy the most exacting Printer of India. Its quality never varies. Try it.

THE GUJARATI
TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY No. 4

DESAI BORDER

ART PRINTERS

We have designers and writers, and if desired we can write, design, arrange, edit and do your printing in a manner that is different from the ordinary kind, thereby lifting your printing above the common-place

GOPAL & GOVIND

GAIWADI - GIRGAON - BOMBAY 4

OUR TYPES HAVE

- —Appropriateness
- —Readability
- —Balance
- —Correct Display
- —Shape Harmony
- —Tone Harmony

and many other qualities you may be seeking therein.

Write to
G. T. F.
BOMBAY 4

Telegram : "GLOBE"
Telephone : 24326

The Globe Dairy Farm

FINEST TABLE BUTTER
Military Square Lane, Fort
Bombay

4 A About 4 lb. 11 oz. 48-POINT MAHENDRA NO. 1 5 a About 4 lb. 4 oz.

OUR SUPERIOR
Copper-alloy Types

4 A About 4 lb. 4 oz. 48-POINT MAHENDRA NO. 2 5 a About 4 lb.

COST MUCH LESS
Than You Imagine: 2

6 A About 3 lb. 12 oz. 36-POINT MAHENDRA 7 a About 3 lb. 4 oz.

INTELLIGENT PRINTERS
Appreciate Our Products;

7 A About 3 lb. 2 oz. 30-POINT MAHENDRA 10 a About 3 lb. 2 oz.

THE PROGRESSIVE MASTER
Printers Of India! Requisition
Modern Printing Type Faces. 3

For prices see separate list

---

10 A About 3 lb. 4 oz. 24-POINT MAHENDRA 20 a About 4 lb. 9 oz.

LARGE USE OF THIS TYPE
Is made in Advertisements and in
every-day Commercial Printing. 123

14 A About 2 lb. 4 oz. 18-POINT MAHENDRA 30 a About 3 lb. 9 oz.

HARDMETAL TYPE IS THE SECRET OF THE
Ever Increasing Support we get from the Host
of Satisfied Customers from all parts of India;

15 A About 1 lb. 15 oz. 14-POINT MAHENDRA 32 a About 2 lb. 4 oz.

PRINTING WITH MAHENDRA TYPES BRINGS BETTER
Results and Increases Sales. Even the best copy can
spoiled get by the thoughtless Typography: 1234567890

16 A About 1 lb. 6 oz. 12-POINT MAHENDRA 34 a About 1 lb. 14 oz.

IT MAY BE CONFIDENTLY CLAIMED FOR THE MAHENDRA TYPES
That no Face Evolved by the Skill and Taste of the Type-designer
and producer ever gained so instantly, or retained so universally,
the first place in the composing rooms of the world. 1234567890

22 A About 1 lb. 8 oz. 10-POINT MAHENDRA 40 a About 1 lb. 11 oz.

MANY REASONS PRESENT THEMSELVES TO THE INQUIRING MIND;
All of them Answer, in greater or lesser Degree, to the Pertinence of the
question. But it may be fairly claimed that the success of Mahendra types,
in immediately gaining and retaining in such a measure the affection of 12

24 A About 1 lb. 8-POINT MAHENDRA 45 a About 1 lb. 4 oz.

PRINTERS ALL OVER THE WORLD, IS
Owing to the Fact that they are largely Based
on the most perfect examples of the Roman
character. These types possess in the fullest

25 A About 10 oz. 6-POINT MAHENDRA 50 a About 13 oz.

FULLEST DEGREE THE ESSENTIAL ATTRIBUTES OF
Simplicity and Legibility--those Elementary Purposes which
should ever be the first considerations in type design--and
also those aesthetic qualities which make them a joy to the
reader and observer. It is seldom indeed that in industrial

For prices see separate list

RAM & SONS
PAPER FAN MAKERS
Fort, BOMBAY 1

192........

MANSUKHRAM MOHANLAL & SONS
PAINTERS, SHOW CARD & SIGN WRITERS, PHOTOGRAPHERS, ETC.
MARINA MAHAL, KALBADEVI ROAD, BOMBAY 2

192........

The Byculla Linoleum Works
Love Lane, Byculla
BOMBAY 8

BETTER PRINTERS
TRULY MIRROR THE PRESTIGE OF YOUR BUSINESS

PRINTING
FOR ADVERTISERS

All the experience I have gained through seven years of working with the best technical teachers of printing enables me to produce high-grade printing, no matter how small it may be. To this experience is added the ability to visualise a piece of composition before a line of type is set—thus setting it right the first time.

I set advertisements, design and print catalogues, booklets and folders. To do this properly, I have up-to-date mechanical equipment, and a staff of skilled employees.

I estimate in competition, when asked, but charge the same when alone in the field. Send for free specimen catalogues, "The Silent Salesman and The Star Salesman."

R. KHAMBATA
HIGH-GRADE PRINTING AND
ADVERTISING COMPOSITION,
11 BHINDI BAZAR, BOMBAY

A good printer with the G.T.F. Catalogs doesn't wait for a salesman to call. He orders when he is ready.

ROYAL
HAIR OIL

A
BOOK MARK

"Within good books lie buried treasure"

⁂

HOW TO OPEN
A NEW BOOK.

HOLD the book with its back on a table-let the front cover down and then the back cover. Then open a few leaves in front. Then a few at the back, gently pressing them down until the centre is reached. Do this two or three times in order to limber up the binding. Should you open the volume roughly or carelessly you may break the back and cause the leaves to loosen.

……

THE GUJARATI TYPE FOUNDRY
Girgaon - BOMBAY

AN OLD BORDER

PUT TO NEW USES

Gujarati Type Foundry
Gaiwadi-Girgaon-BOMBAY No. 4

Old Body Border No. 135

SOUVENIR PROGRAMME

NATIONAL INDUSTRIAL EXHIBITION

TO BE HELD AT THE
TOWN HALL

From SUNDAY, 22nd APRIL, 1928
To SUNDAY, 29th APRIL, 1928

Admission, 8 Annas.
Children, 4 Annas.

L. C. GORAKSHAKAR,
Secretary

Gujarati Border No. 1218

ELEMENTS OF DESIGN-FOR DECORATION OF COVERS

FOR USE OF OUR INDIAN PRINTERS

GUJARATI TYPE FOUNDRY
Girgaon-Gaiwadi, BOMBAY 4

Guj. Border
No. 1234

Better
Type
Better
Printing

Fashions of the Moment

☎
22496

Manhar Stores
19, Autumn Street
Bombay

Swastika Ornaments A and B

Byculla Tile Works

Love Lane, Byculla
BOMBAY 8

O.B.B. No. 92

Scowling?

WHAT is your reaction to a salesman who enters your office with a scowl on his face? —you scowl back, of course? The gloomy visitor gets a drab reception. Did it ever occur to you that printed matter may scowl or smile—may repulse or attract?

Old Body Border No. 102

---

or Smiling?

EVEN the introduction of a little 'color' in printed matter will increase its welcome very considerably, and add to its business-getting ability. If your booklets, folders and catalogs have scowled at your trade in the past, try mailing out something with a more agreeable expression.

Old Body Border No. 102

6 A About 4 lb. 10 oz. 36-POINT GOVIND 9 a About 5 lb. 6 oz.

PRINTING INK IS OF Little Value as Long as It Stays in the Drums.

7 A About 3 lb. 8 oz. 30-POINT GOVIND 10 a About 3 lb. 15 oz.

BUILDING A PRINTING Business Without a Cost System is Like Erecting a House Without Blue Print:

8 A About 2 lb. 12 oz. 24-POINT GOVIND 16 a About 4 lb.

PRINTING IS THE INSEPER Able Companion of Achievement. Fine Printing is the Trademark of Success and Creates Business.

---

12 A About 2 lb. 9 oz. 18-POINT GOVIND 26 a About 3 lb. 10 oz.

WHAT IS GOOD COMPOSITION? Good Composition is a question upon which very few people, even authorities, agree. Of course, all opinions being influenced

15 A About 1 lb. 13 oz. 14-POINT GOVIND 32 a About 2 lb. 10 oz.

ALMOST ENTIRELY BY PERSONAL LIKES AND Dislikes, this is easy to understand. The dignified man thinks good Composition is only that which is strictly plain and unadorned. Others think a touch of ornamentation—a flower in the buttonhole—is essential,

16 A About 1 lb. 10 oz. 12-POINT GOVIND 34 a About 2 lb. 4 oz.

AND FOLKS OF THE FLASHY TYPE LIKE ONLY THAT Which is full of flourishes, ornaments and color. Yet the answer is quite simple. Good Composition, and without it you can not have decent printing, is simply good taste. It is the kind of Composition which, when printed, tells its story and

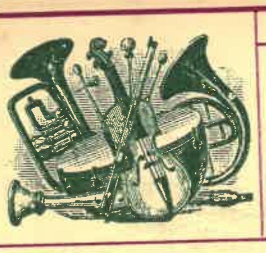
20 A About 1 lb. 9 oz. 10-POINT GOVIND 40 a About 2 lb. 4 oz.

IMPRESSES THE MAIN POINTS TO THE BEST ADVANTAGE. It varies in style necessarily, because the subjects which it treats vary, and, like everything made to order, it must fit the subject. Thus, good Composition harmonizes with whatever it portrays and, in turn, all the various elements harmonize as a whole in the finished product.

25 A About 1 lb. 4 oz. 8-POINT GOVIND 45 a About 1 lb. 9 oz.

COMPOSITION OF THIS KIND IS NO MORE EXPENSIVE—IN FACT, IT OFTEN Costs less—than so-called cheap Composition which may have to be reset several times before it passes muster. Even then poor Composition is like the suit of clothes which didn't fit the first time, and is altered and changed until finally the customer accepts something which is not what he wanted, but apparently is as good as he can get.

HHHHHHHHHHHHHHH



THE BOMBAY VIOLIN COY.

WE HAVE EVERY FACILITY FOR ARTISTIC AND SKILLFUL VIOLIN REPAIRING. NEW AND SLIGHTLY USED VIOLINS OF EVERY MAKE; ALSO SEVERAL FINE OLD ITALIAN INSTRUMENTS AT REASONABLE PRICES.

STRINGS · BRIDGES · BOWS

KALBADEVI ROAD, BOMBAY No. 2

GOVIND'S

IRON & BRASS FACTORY

Girgaon
BOMBAY

THE BOM

Musical
Instruments

BRIEF TYPOGRAPHY TALKS

THERE is real charm in glancing—even tho briefly—at the life-work of the "Old Masters" of the Printing Art, and it is especially significant that modern typographers – whose work is most notable today—are those who make a careful study of the craftsmanship of the successful pioneers in this highly specialized field.

Gujarati Type Foundry
Gaiwadi - Girgaon
BOMBAY 4

BOOKS

THIS BOOOK LIST IS COMPILED BY THE PUBLISHERS EACH SUMMER TO ASSIST IN THE SELECTION OF PLEASANT AND SUITABLE READING FOR VACATIONISTS

Included in this list are the latest works of the leading fiction writers in India, as well as the literary efforts of the foremost authors of the world

15th · APRIL · 1928

KURSONDAS N.
Nanavat Bazar, SURAT

POWELL'S

MASSAGE CREAM

YOUR CHEEKS FRESHEN WITH RENEWED HEALTH; YOUR SKIN TAKES ON A NATURAL SOFT, SMOOTH AND CLEAR APPEARANCE

POWELL'S CREAM IS GUARANTEED

IT PREVENTS CHAPPING AND IRRITATIONS WHEN APPLIED BEFORE GOING OUTDOORS DURING THE SEVERE WINTER MONTHS

Manufactured by
POWELL'S STORES
Lamington Road
BOMBAY

GOVIND PRINT SHOP

Better Type

Better Paper

Better Printing

Better Price

MAZAGAON
BOMBAY

SQUARE PRINTERY BOMBAY

Job No.............

Please mention this number when re-ordering.

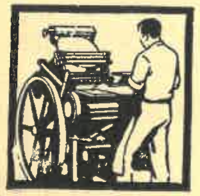
O. B. B. No. 119

YOU NEED BOOKS

IN no other way is it possible to get without spending needless time, effort and money, the knowledge you need, hints and suggestions that will help you in your work.

Gujarati Type Foundry
BOMBAY 4

NOBLE PRESS
BOMBAY

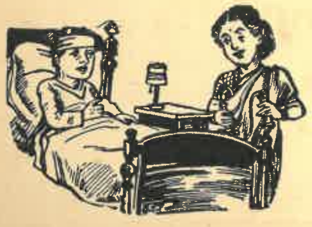


ANNOUNCE
ADDITION OF
ONE MORE
TYPE STYLE

IT MAY INTEREST ALL THOSE REQUIRING PRINTED MATTER OF CLASSICAL CONCEPTION AND THE BEST WORKMANSHIP TO LEARN THAT THE NOBLE PRESS HAVE ADDED A FEW NEW FONTS OF LETTER TO THEIR COMPOSING ROOM EQUIPMENT AND WILL BE PLEASED TO USE THEM ON WORK FOR THEIR CUSTOMERS. THE NEW TYPE DESIGN IS KNOWN AS "GOVIND" AND IS A RECENT PRODUCTION OF THE GUJARATI TYPE FOUNDRY, BOMBAY No. 4. MANY VERY PLEASING AND ATTRACTIVE EFFECTS ARE OBTAINED WHEN THESE NEW TYPES ARE PROPERLY USED. IF AT ANY TIME YOU HAVE SOME WORK THAT YOU FEEL YOU WOULD LIKE TO HAVE PRINTED IN THE GOVIND STYLE BRING IT TO THE OFFICE OF THE NOBLE PRESS AND IT WILL RECEIVE BEST ATTENTION.

Govind Series

NO, NO; before I put my 'JOB' in their hands, call up half a dozen doctors and get their estimate for curing me.



A printer on sick-bed.

Time Table
of Suburban Trains

■

Leaving & Reaching
Victoria Terminus &
Colaba Stations

■

In effect from 1st June.

■

B. B. & C. I. &
G. I. P. Rlys.
Bombay.

G. B. No. 1234

MR. PRINTERMAN

THIS IS IMPORTANT!

YOUR CUSTOMER does not care a rap what style press or folder or other machine you use to produce his work—but he does care how his job looks, and he will decide that point by the type face used.

∴

Gujarati Type Foundry
Gaiwadi - Girgaon
Bombay 4

Old Body Borders No. 119 & 124

T'Phone: 22942

RATI TYPE FOUNDRY

LEADERS IN TYPE STYLES

GAIWADI-GIRGAON
BOMBAY 4

VIOLET
BOUQUET
of Exquisite
Fragrance

POWELL & Co.
CHEMIST
BOMBAY

ANNOUNCEMENT

WE have opened a most up-to-date Studio at Dhobi Talao. Ring 22352 for Engagements. Out-Door work a speciality. We make a feature of Wedding and Family Re-Union Groups. Our operator can attend in any suburb on receipt of phone messege or letter

THE BOMBAY PHOTOGRAPHIC Co.
Dhobi Talao :: :: :: :: BOMBAY

COLABA
FRUIT
HOUSE

JOHN D. SILVA
PROPRIETOR

DIGNITY OF LABOUR

MANKIND will never acquiesce in drudgery as a permanent scheme of life. Head, Heart and Hand must work to-gether to produce the happiness which is also the dignity of labour.

Old Body Border No. 222

POEMS

6 Point Folly Border A

NATIONAL
AUTOMATIC SILENT
SEWING
MACHINE

UNAPPROACHED IN
NCE, SPEED,
LESSNESS,
F RUNNING,
HE QUALITY
RK IT WILL
ODUCE

ufactured by
AL SEWING
E COMPANY
AND POONA

THE QUALITY OF
G.T.F.
MANUFACTURES
IS GUARANTEED
TO YOU BY A
SOUND & HONEST
ORGANIZATION,
WHOSE PRODUCT
IS THEIR PRIDE.

RANADE SERIES

6 A About 5 lb. 12 oz. 36-POINT RANADE 9 a About 5 lb. 8 oz.

BUY FROM US
Very Distinctive Types
For Correct Stationery:

7 A About 4 lb. 8 oz. 30-POINT RANADE 11 a About 4 lb. 8 oz.

AUTHORITY OF TYPE
Never Forget that Type Exerts
an Authority beyond the Power
of Spoken Word or Deed. 12

8 A About 3 lb. 24-POINT RANADE 13 a About 3 lb. 8 oz

PRINTING OF CHARACTER
An Individuality is a Genuine Asset
in every line of Thought & Endeavour
Study this Book carefully. It proves.

For prices see separate list

RANADE SERIES

15 A About 4 lb. 18-POINT RANADE 25 a About 3 lb. 8 oz.

GOOD PRINTING
Good typographer uses the artist
as an aid, but keeps foremost in his
mind the only reason for Printing

20 A About 3 lb. 14-POINT RANADE 40 a About 3 lb. 4 oz.

THE TRANSFERENCE
Of thought and impulse from one mind
to another. It is the capacity for making
a distinction between really effective 12

20 A About 2 lb. 4 oz. 12-POINT RANADE 40 a About 2 lb. 8 oz.

PRINTING AND MERELY GOOD
Printing that differentiates one from another in
the class known as high-grade printers. Good
printing, in the fullest sense of the word, 345

22 A About 2 lb 4 oz. 11-POINT RANADE 42 a About 2 lb. 8 oz.

CALLS FOR A COMBINATION OF
Varied talents required probably in no other form
of endeavour--comprising knowledge of technique
and mechanical ability in the use of an inflexible

22 A About 2 lb. 4 oz. 10-POINT RANADE 45 a About 2 lb. 8 oz.

MEDIUM--TYPE. WE HAVE FOR A LONG
Time studied the requirements of good typography
and have manufactured Type Styles to achieve such
successful results. Our Type Styles are known for their
1234567 attractiveness and legibility. 4567890

25 A About 1 lb. 4 oz. 8-POINT RANADE 48 a About 1 lb. 4 oz.

GOOD TYPOGRAPHY
There is a clear distinction between fine printing and typography.
The former has the artistic factors of a pleasing picture, but the
first and most important requisite of the latter is easy legibility. 12

30 A About 1 lb. 6-POINT RANADE 60 a About 1 lb. 12 oz.

THE ESSENTIAL ELEMENTS OF BOTH ARE PLEASINGLY
Combined in the design and the execution of good typography. Good typography
induces reading-not mere observation. Illustration and ornament create impressions,
but carry no conviction. Drawings are to interpret, & ornaments for embellishment.

For prices see separate list

¶ PRICE should be the last consideration, for any thinking man knows that a quality product cannot be marketed to meet that of a poor imitation. ¶The reputable maker, whose name and future are at stake, cannot afford to cheapen his product to meet a price.

¶ TYPE gives form to thought as well as to words. ¶Each type face expresses a definite idea or feeling, or creates a definite image just as colors and words create and express definite ideas, feelings, and images. ¶ In other words, TYPE TALKS.

Our Business
Helps Your Business

EFFECTIVE
TYPOGRAPHY
WILL HELP
YOU TO SELL

G. T. F.
BOMBAY

22942

Gujarati Border No. 1211

A LITTLE BOOK
ABOUT
JEWELLERY

BY
TARACHAND TULSIDAS
AHMEDABAD

Gujarati Border No. 1234

Ranade
Series

MANGESH
BROTHERS
CHEMISTS &
DRUGGISTS

PRICE
LIST
October
1928

Bellassis Road
BOMBAY

MORE'S
ART TOILET
REQUISITES

FOR THE FACE
SCALP OR HAIR
COMPLEXION
NAILS OR SKIN

V. H. MORE
BOMBAY

DESIGNS

FOR THE PRINTER AND
OTHERS WHO REQUIRE
ORIGINAL IDEAS

Catalogue Covers :: Memo Headings :: Designs for Poster and Show Cards :: Illustrations for Press Advertisements :: Book Markers :: Forceful Designs for Mailing Cards :: Chapter Headings :: Blotters :: Calendars :: Name Plates ::

BY
A COMPOSITOR

PRICE RUPEES TWO

Old Body Borders No. 111, 124, 132 & 222

PRINTING

OFFERS

OPPORTUNITY

FOR

TALENT,

BRAINS,

ENERGY,

AMBITION.

TELEGRAMS: "ADVANTAGE"   TELEPHONE: 586

SURESH BROS.

EXPERTS IN ALL BRANCHES OF MODERN ADVERTISING

¶ Our Booklet which explains all about our Business will gladly be sent on request. It will interest you

CONNAUGHT BLDGS., PARK TOWN, MADRAS

Announcement

We earnestly desire to direct your attention to our New Season's Millinery. This includes the very latest Parisian models in a great variety of smart designs, which are sure to please you.

We have every confidence of a great demand on these specialities, and have to request our numerous patrons to pay an early visit.

In the present days of great economy, when price is the main factor, you would not purchase anywhere better than here.

NATIONAL STORES LD.

CANNING STREET
CALCUTTA

THE "O.K." OK

WHAT a thrill of satisfactions runs down the spine of the organization when the "old man" pencils those two little letters on the bottom of the plan that every body wants to see carried through.

CONSULT US ON DIRECT TYPE BUYING AND SEE FOR YOURSELF THE DIRECT RESULTS.

IF WE ARE TO MAKE PROGRESS

If we are to make progress, we must not repeat history but make new history. We must add to the inheritance left by our ancestors. Gandhi

---

BOMBAY ACCLIMATISATION
BOMBAY.

Grand Vocal and Instrumental

CONCERT

Will be given in the Social Hall on Friday, January 27th, 1928.

R. FRASER,
Director

W. HOGG,
Secretary

TICKETS
RE. 1

SURAT - ON - TAPTI

A VACATION HOME that will increase your health, comfort and happiness for life, that will grow rapidly in value with the years and will provide a rich legacy for your heirs.

Old Body Border No. 222

ENGINES
Horizontal
Coupled
Vertical
Corliss
Gas and Oil

Telegrams: "ENGINES, BOMBAY"

PAREL ENGINEERING CO.

MECHANICAL & ELECTRICAL ENGINEERS
IRON AND BRASS FOUNDERS, BOILER REPAIRERS

Springfalls Foundry :: PAREL, BOMBAY

SPECIALISTS:
Pumps
Accumulators
Motors
Travellers
Governors

Our Combination Border No. 1825
And Its Unique Display

WE WOULD VALUE YOUR OPINION OF THIS SPECIMEN BOOK AND WILL BE GLAD TO PUBLISH ANY COMMENT YOU MIGHT CARE TO MAKE ABOUT IT.

REMARKS:

Signature: ....

Hands - Heads and Hearts

A GOOD craftsman has a cooperative anatomy - working with his Hands, Head and Heart. His Hands construct, as his Head with good judgment guides; his Heart goes into every job he does.

So it is in our shop. We put our Hands, Heads and Hearts into everything we do, striving to give our clients something better.

A phone call will bring our representative to you

THE GUJARATI
TYPE FOUNDRY
BOMBAY 4

T'Gram : "Gutyfo" ☎22942

12 Point Swastik Ornament No. 6 A

CARD

Type Foundry
Gaiwadi-Girgaon
BOMBAY 4

From
NATIONAL STEEL Co.
11 Hornby Road
BOMBAY 1

NSC

GOPAL SERIES

6 A About 5 lb. 36-POINT GOPAL 7 a About 4 lb. 8 oz.

PROGRESSIVE
Printing Houses Hail

7 A About 5 lb. 30-POINT GOPAL 10 a About 4 lb. 6 oz.

WE GIVE A TONGUE
To Our Type to Speak Your
Message thru Printed Word

8 A About 4 lb. 24-POINT GOPAL 16 a About 4 lb. 8 oz.

THIS STYLE CLEARLY
Indicates Dignity. ❦ To Use It,
Makes Printing Very Graceful.

10 A About 2 lb. 12 oz. 18-POINT GOPAL 20 a About 3 lb. 8 oz

ALWAYS USE TYPE FACES
With Expression. "Gopal" Is One Of
123 Them To Print Your Best Jobs. 456

For prices see separate list

GOPAL SERIES

18 A About 2 lb. 4 oz. 14-POINT GOPAL 35 a About 3 lb.

THE IMPORTANCE OF Good Typography. ¶Type-cold type-properly used, can put life blood into your sales message. Type can invite or repel reading-it can please, or it 1234567 can offend. 4567890

22 A About 2 lb. 12-POINT GOPAL 40 a About 2 lb. 12 oz.

TYPE FACES ARE MANY & VARIED. Each has its own particular uses-each its appropriate decorations and borders. Each its own best arrangement to accomplish a particular result. A good typographer knows how to get these results. 123456

25 A About 1 lb. 12 oz. 10-POINT GOPAL 50 a About 2 lb. 8 oz.

HE MUST FIRST LOVE TYPE, SECOND Have a highly developed artistic sense, and third be thoroughly practical as to the possibilities which type affords-a combination rarely found in one man. Often it is just this difference between mediocrity and perfection 1234567890

30 A About 1 lb 12 oz. 8-POINT GOPAL 60 a About 2 lb.

WHICH MAKES ONE MAN'S ADVERTISING PAY, Another's fail. Good typography, then has a definite and positive value in the field of printed salesmanship. We invite you to take advantage of G. T. F.'s service that your printing, too, may be made more effective. G.T.F. 'Service' has but one purpose--to help you to do good printing. 123

HHHHHHHHHHHHH

For prices see separate list

GOOD
TYPOGRAPHY
CONSIST
OF
APPROPRIATE
TYPE-SELECTION,
SKILLFUL
TYPE-ARRANGEMENT,
JUDICIOUS
SELECTION
OF
ILLUSTRATIONS,
AND
SCIENTIFICALLY
DETERMINED
COLOR
VALUES.

G. T. F.
Gaiwadi-Girgaon
BOMBAY 4

THE PRINTER'S CREED

❦

I BELIEVE in the sacredness of the printed page, in the fine embellishment of noble thoughts. I believe that next to the one who evolves the thought out of his brain stands the Printer who clothes it with its proper setting. I believe we should honour the Type Founders and Printers as we do the Kalidases, Kabirs and Tulsidases. ❦ Blessed is the man that thinks; twice blessed is the man who receives the thought's inspiration; and thrice blessed is the man who ministers to us and to coming generations in the Art Preservative at the Press.

Scindia Border
TYPE
T'GRAM: "GUTYFO"
T'PHONE: 22942
GUJARATI TYPE FOUNDRY
LEADERS IN TYPE STYLES
GAIWADI-GIRGAON
BOMBAY 4

'Phone : 22368
'Gram : NEWSTORES
SADASHIV MULE'S NEW STORES
WHOLESALE DEALERS IN DRY GOODS
WOMEN'S COATS AND SUITS
BHINDI BAZAR, BOMBAY

WHAT IS TYPE?

TYPE is language. Language is the first & broadest of the plateaus which lift man above the animals.

¶ With it we communicate so as to be able to co-operate; without co-operation society as we know it would not exist.

¶ What is Type? It is the viaduct past and present. It permits Valta to talk with Edison.

¶ Type bridges time as the wireless bridges space.

O. B. Border No. 92

YOU MAY WRITE WITH THE WISDOM OF GANDHI, OF THE IMAGINATION OF TAGORE, OF THE SWEETNESS OF SAROJINI, BUT ONLY THROUGH GOOD TYPOGRAPHY CAN YOU GIVE TO YOUR THOUGHT AN EXPRESSION INVITING TO READ?

G. B. Border No. 603

"Do what you are paid to do and then some. It's the THEN SOME that gets your salary raised."

O. B. Border No. 132

NEW MATERIAL

HUNDREDS of brilliant new fonts of type are now at your disposal. Years of training and application have insured our men to the knack and skill that help us to cast the best G. T. F. types that mark them out from the rest of the trade world.

THE GUJARATI
TYPE FOUNDRY
Gaiwadi - Girgaon
BOMBAY 4

NOTHING is truer than this: words unread are words that are dead. ❦ What, pray, has better in stuff it than a hymn-book? Yet, a tattered hymn-book is no earthly, or heavenly, use because nobody wants to pick it up. The eye is Cerberus to the Mind. It is the grim guardian who decides what shall pass in and what shall stay out. We manufacture types that silhouette themselves against the printed page; that cannot be drowned in a Sea of Space; that get to the eye, through the mind, at the sale.

GUJARATI TYPE FOUNDRY
Gaiwadi - Girgaon
BOMBAY 4

G. Border No. 1013

OUT OF COLD METAL TYPE GET ALL THE WARMTH AND HARMONIOUS STRENGTH THE G. T. F. HAS CAST INTO IT.

Rs.

As soon as I heard they were racing to find the favourite little thing, says I to myself, I can pick the winner in a jiffy--with one eye shut. ¶ Will anybody deny that the rupee sign is already at the tape?

DO NOT RUIN GOOD COPY
WITH INDIFFERENT PRITING

24-Point Old Body Border No. 203

LIFE

LIFE is like a game of cards
Which each one has to learn.
Each suffles, cuts and deals a pack,
And each a trump does turn.
Some turn a high card at the top,
While others turn a low,
Some hold a hand quite flushed with trumps
While others none can show.

MINERVA M **SALES Coy.**
EXPORTERS IMPORTERS
DADAR BOMBAY

A PRINTER'S PRAYER

O Great Master Type-Setter set me straight upon my feet that I may have strength in my body, lock me up in the form of the world that I may fit well with my fellow types to become the good word, plane me down that I be not conceited, preserve my face that I may make a good impression for thee, and when I have served to the utmost, let me at last go into the melting pot in content that I may be recast into a new and better type. Amen

GAIWADI
GIRGAON

BOMBAY
No. 4

Good Printers
everywhere are doing splendid printing using G.T.F. Products

G. T. F.
Girgaon-Gaiwadi
BOMBAY

YOUR
STORY IN
PICTURE
LEAVES
NOTHING
UNTOLD

9 Pt. G. B. No. 901

---

printing
of character and
individuality is a
genuine asset in every line
of thought and endeavour

12 Point Rupam Border

CARE

Train—prepaid

Rupam Talking Machine Coy
Rupam Building, Nall Bazar
Bombay

Guj. Border No. 1242

Sudhirchandra Nagindas

Importer of all kinds of Kashmere
Perfumery

7, Kalbadevi Road
Bombay

Branches: Cawnpore Lahore Calcutta Delhi

18 Point Rupam Border

RUPAM SERIES

4 A About 4 lb. 12 oz. 36-POINT RUPAM 8 a About 5 lb.

OUR TYPES TALK
Others Only Whisper. 1

4 A About 3 lb. 8 oz. 30-POINT RUPAM 8 a About 4 lb. 4 oz.

OUR ASPIRATION IS ll
2 To Serve the Press Well;

5 A About 2 lb. 8 oz. 24-POINT RUPAM 10 a About 3 lb.

WE MANUFACTURE
Distinctive Type Styles
to Help Publicity Work

7 A About 2 lb. 18-POINT RUPAM NO. 1 20 a At. 3 lb. 4 oz.

PRINTING IS MADE IN
The Plant but Profits are
Made in the Front Office : 4

8 A About 2 lb. 18-POINT RUPAM NO. 2 24 a About 3 lb.

A COST FINDING SYSTEM IS
To a Printer What the Compass
and Buoys are to the Seamen. 123

For prices see separate list

Enjoy Indian
DANCES
Each Supersedes the Other

Dance Dhanka
Dance Tanjore
Dance Serpentine
Dance Peacock
Dance Charotari
Dance Dandia

ANGLO-INDIAN
AMATEUR
DANCERS
COLABA

RUPAM SERIES

¶ The Rupam Series contain some long Ascenders and Descenders :

bdghklpy

We have cast them in double the regular body, except 8 and 10 point, which are cast on 18 and 24 point bodies respectively. It is easy to justify each size with the usual spaces and quads for quick work and perfect alignment. ¶ We would recommend you to use these decorative characters very sparingly, say not more than one in any line as far as possible.

12 A About 1 lb. 8 oz. 12-POINT RUPAM 36 a About 2 lb. 8 oz.

MANY INDIAN PRINTERS HAVE
Exchanged their Out of Date Type for the
New and Favourite Faces at our Foundry.

14 A About 1 lb. 4 oz. 10-POINT RUPAM 40 a About 2 lb.

THERE WAS A PERIOD WHEN THE MERE
Suggestion of Installing a Cost System in a Printing
Office Aroused the Antagonism of the Employees.

15 A About 1 lb. 8-POINT RUPAM 45 a About 1 lb. 8 oz.

WHEN THE EMPLOYEE SAW IN THE TIME TICKET
Merely a Means of Checking up just how much or, as the
Boss would Figure it, how little Work he did and how
12345 much Time he Wasted. 67890

15 A About 12 oz. 6-POINT RUPAM 45 a About 1 lb. 4 oz.

G. T. F. SERVICE HAS BUT ONE PURPOSE—TO HELP YOU TO
Do good printing, for your customers. Good printing, however,
is impossible unless you have correct type styles. We invite you
12345 to consult and buy your requirements from us. 67890

All fonts contain the following special characters ;

A M N T — [ ] ¶

¶ They should never be doubled, except where the long strokes come close together, as in

lb dh lk yp or qp dl ll lh

but not,

bl bb ld

hd or pp kd

nor one of two different ascenders or descenders occuring together as

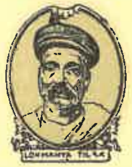
il lk or qy py

For prices see separate list

ORION

The Great Scholarly Book

BY



12-Point Begum Border

ART

WHERE TO FIND IT

A Word to the Users of Superior Printing

THE RUPAM PRINTERY

---

years,
nged'
neans
hat it
will attract attention and at the same time be legible. ❡ This insert was prepared to show the difference between type "thrown" together in a careless manner and the kind of typography which appeals to the eye.

Formal Stationery

WHETHER the occasion be an engagement party or a wedding, an "at home" or a luncheon, the hostess need feel no anxiety as to the propriety of famous Monkey Brand

WRITING PAPERS

❡ For fifteen years Muqwala's has been acknowledged the best stationery for every form of social correspondence.

❡ Brochure of representative specimens of engraved social announcements sent on request.

Muqwala Brothers
BANGALORE

12 Point Rupam Border

---

18 & 12 Point Rupam Borders

Seventh Annual
CONCERT
of the
Mahila Society

25th November
1928. At 8 p. m.

Lettering
FOR PRINTERS

A Useful Hint
to Compositors

by
W. M. Dyer

PRICE Re. 1/-

Guj. Border No. 1825

The Will
— And —
The Way

The First Light

Mock Club

MENU

Sugarless Sweets
Waterless Ices
Milkless Ice Creams

Besides Non-liquid
Drinks
and
Many More
Mock Dishes

Music by
Soundless Tunes

LOCATION
Somewhere Between
Upper and Lower
Stories of the
Club at
MOUNT EVEREST

A Definite Plan for Your Business Progress

The Permanent Printery
Particular Printing for
Particular People
Bombay
No. 1

A NEW YEAR'S RESOLVE.

LET us open the door of the New Year daringly and expectantly for the world is yet young and the God of good-will has only begun to make known to us his treasures.

---

better
type

better
Printing

Annual Gathering

of the
Indian Printers' Society
Bombay

Rs. 2 per Seat

Please show this at the Gate

Telegram: "GUTYFO"

192

To-day is

The Gujarati Type Foundry

Girgaon Gaiwadi
Bombay
No. 4

Telephone: 22942

Letter Number:

PRINTER is an Hon'ble Man-
Whatever good or bad fate
may come, the printer's life is
high, for through hard times
or business "bum", he always
has his "pi".

Telephone: 22362

Surendra & Coy.
TYPOGRAPHERS
and Valuers

Kalbadevi Road
Bombay

The Permanent Printery

Particular Printing for Particular People

Parsi Bazar Street Fort

Bombay

No. 1

Manager : G. T. Rupam

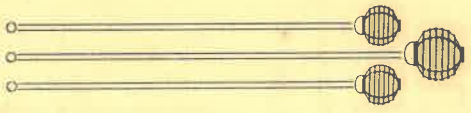
Printers' thought of the Day

G. T. F. Types Are Best

GUJARATI
TYPE
FOUNDRY

Gaiwadi-Girgaon
BOMBAY
No. 4

Something to Read



Published by
The House Decorating
Company Ltd.
Bombay

Guj. Border No. 638

HOW INDIA LOSES LACS EVERY YEAR

THROUGH BUYING
FOREIGN MADE
TYPES

Statistics fully disclosed
Confession of a Deen of
:: Typography ::

Free to Printers

Typo Series I

I had a little tea party
This afternoon at three;
'Twas very small
Three guests in all,
Just I, myself and me.
Myself ate up the sweets
While I drank up the tea;
'Twas also I, who ate the Puri
And passed the Bhajias to me.
I am the best pal that ever had,
I like to be with me;
I like to sit and tell myself
Things confidentially.
I sit alone and ask me
If I shouldn't or I should;
And I find that my advice to me
Is always pretty good.

6-Point Begam Border

SUGGESTION: To put fresh interest into everyday jobs use G. T. F.'s most Popular and Expressive Types as part of your Good Printing. . . .

THE LADDER OF SUCCESS

100%—I did.
90%—I will.
80%—I can.
70%—I think I can.
60%—I might.
50%—I think I might.
40%—What is it?
30%—I wish I could.
20%—I don't know how.
10%—I can't.
0%—I won't.

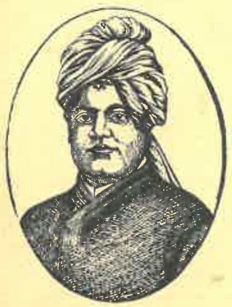
VIVEKANAND SERIES

6 A About 5 lb. 12 oz. 36-Point Vivekanand 12 a About 6 lb. 14 oz.

HISTORIC TYPE
12 Faces Are Hailed 34

7 A About 4 lb. 12 oz. 30-Point Vivekanand 14 a About 5 lb. 10 oz.

OLD STYLE EFFECT
5 With Modern Materials 6



SWAMI VIVEKANAND'S Message to his dear Motherland was:- "If the once great and mighty India wishes to arise again, her men and women must make great and enormous sacrifices to regain the glory that was their own"

8 A About 3 lb. 10 oz. 24-Point Vivekanand 16 a About 4 lb. 4 oz.

A FINE SERIES
Is Always Useful for
Customers' Satisfaction

10 A Abt. 2 lb. 6 oz. 18-Pt. Vivekanand No. 1 20 a Abt. 2 lb. 9 oz.

REMEMBER THIS FACT
¶ Distinctive G. T. F. Type
Gives General Satisfaction 9

12 A Abt 2 lb. 4 oz. 18-Pt. Vivekanand No. 2 24 a Abt 3 lb.

CONVINCING ARGUMENTS
Properly Printed Dispel Scepticism
1234 and Create Confidence. 5678

For prices see separate list

VIVEKANAND SERIES

20 A About 1 lb. 14 oz. 12-Point Vivekanand 40 a About 2 lb. 4 oz.

THE NEW VIVEKANAND SERIES
Is Recognised as Essential by the Progressive
Printers for Excellence in Printing. 12345678

22 A About 1 lb. 9 oz. 10-Point Vivekanand 45 a About 1 lb. 14 oz.

MANY COMPLIMENTARY LETTERS
Have Already Commenced to Pour in, Eulogising the
Beautiful Distinctive Cut of this Series. 1234567890

25 A About 1 lb. 4 oz. 8-Point Vivekanand 50 a About 1 lb. 8 oz.

THE PHENOMENAL DEMAND CONFIRMS WHAT
These Good Friends have Expressed to us in writing about its good
Points and its Serviceability to all Classes of Printers, Including even
12345678 the most Mediocre and Unprogressive ones. 12345678

25 A About 12 oz. 6-Point Vivekanand 50 a About 12 oz.

LIKE ALL G. T. F.'S POPULAR TYPE
Productions this beautiful series is also made entirely from G. T. F.'s special
Copper-Alloy type metal and is cast on American Point System by well trained
1234567890 Indian Workmen under Indian Roof. 1234567890

For prices see separate list

A RESULT

that often spells the difference between ordinary and extraordinary is the skill woven into good typographic tailoring. Simplicity, white space and balance are the silken threads of the individual pattern that attracts and convinces. Used with discrimination they add character and style to your story's dress. Your craftsmen should know how to clothe the message with dignity and refinement - an art that would add to your reputation and enhance the good will of your customer. ¶ May we help you along this line by selling to you the best and popular Type styles?

THE GUJARATI TYPE FOUNDRY

BENJAMIN FRANKLIN's mother-in-law was opposed to her daughter marrying a printer. She said there were already two Printing Presses in the U. S. and it was doubtful if a third could find enough business to thrive.

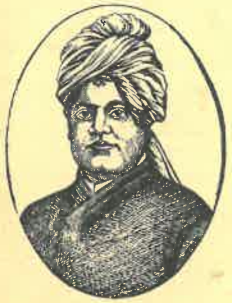
VIVEKANAND SERIES

6 A About 5 lb. 12 oz. 36-POINT VIVEKANAND 12 a About 6 lb. 14 oz.

HISTORIC TYPE
12 Faces Are Hailed 34

7 A About 4 lb. 12 oz. 30-POINT VIVEKANAND 14 a About 5 lb. 10 oz.

OLD STYLE EFFECT
5 With Modern Materials 6



SWAMI VIVEKANAND'S Message to his dear Motherland was:- "If the once great and mighty India wishes to arise again, her men and women must make great and enormous sacrifices to regain the glory that was their own"

8 A About 3 lb. 10 oz. 24-POINT VIVEKANAND 16 a About 4 lb. 4 oz.

A FINE SERIES
Is Always Useful for
Customers' Satisfaction

10 A Abt. 2 lb. 6 oz. 18-PT. VIVEKANAND No. 1 20 a Abt. 2 lb. 9 oz.

REMEMBER THIS FACT
¶ Distinctive G. T. F. Type
Gives General Satisfaction 9

12 A Abt 2 lb. 4 oz. 18-PT. VIVEKANAND No. 2 24 a Abt 3 lb.

CONVINCING ARGUMENTS
Properly Printed Dispel Scepticism
1234 and Create Confidence. 5678

For prices see separate list

VIVEKANAND SERIES

20 A About 1 lb. 14 oz. 12-POINT VIVEKANAND 40 a About 2 lb. 4 oz.

THE NEW VIVEKANAND SERIES
Is Recognised as Essential by the Progressive
Printers for Excellence in Printing. 12345678

22 A About 1 lb. 9 oz. 10-POINT VIVEKANAND 45 a About 1 lb. 14 oz.

MANY COMPLIMENTARY LETTERS
Have Already Commenced to Pour in, Eulogising the
Beautiful Distinctive Cut of this Series. 1234567890

25 A About 1 lb. 4 oz. 8-POINT VIVEKANAND 50 a About 1 lb. 8 oz.

THE PHENOMENAL DEMAND CONFIRMS WHAT
These Good Friends have Expressed to us in writing about its good
Points and its Serviceability to all Classes of Printers, Including even
12345678 the most Mediocre and Unprogressive ones. 12345678

25 A About 12 oz. 6-POINT VIVEKANAND 50 a About 12 oz.

LIKE ALL G. T. F.'S POPULAR TYPE
Productions this beautiful series is also made entirely from G. T. F.'s special
Copper-Alloy type metal and is cast on American Point System by well trained
1234567890 Indian Workmen under Indian Roof. 1234567890

For prices see separate list

A RESULT

that often spells the difference between ordinary and extraordinary is the skill woven into good typographic tailoring. Simplicity, white space and balance are the silken threads of the individual pattern that attracts and convinces. Used with discrimination they add character and style to your story's dress. Your craftsmen should know how to clothe the message with dignity and refinement - an art that would add to your reputation and enhance the good will of your customer. ¶ May we help you along this line by selling to you the best and popular Type styles?

THE GUJARATI
TYPE FOUNDRY

BENJAMIN FRANKLIN's mother-in-law was opposed to her daughter marrying a printer. She said there were already two Printing Presses in the U. S. and it was doubtful if a third could find enough business to thrive.

COLD TYPE

HOW will it look in cold type? That is the thing that stares every writer of copy in the face. Will the finished product be the fine creation mentally visualized, or will it be a disappointment? ¶ Every piece of printed matter can have typographic personality—cold type can have warmth. ¶ It requires craftsmanship to properly select and assemble characters, type faces, ornaments and borders—but it is being done.

THE GUJARATI TYPE FOUNDRY - BOMBAY 4

I

I am the bearer of knowledge.
I take the fleeting thought and
give it a body.
I perpetuate the souls of the
immortals and give them to
youth.
I bear with equal facility the
light folly of a love-message
or the weighty logic of a
statesman; the promise of a
knave or the guarantee of a
government.
I bring, unmoved, the message
of life or of death.
I hold record, the guide of blind
justice.
I bear the world of yesterday,
today and tomorrow.
I am PAPER.

ANCIENT CULTURE OF INDIA

BY
SWAMI VIVEKANAND

Presented to
ALL LOVERS OF INDIA
By
ONE WHO KNEW HIM

BOMBAY

12 Point Zebra Border

GOLD, SILVER & ONE OR MORE COLOR PRINTING A SPECIALITY . . .

Proprietor :
HASMAN I. UPDESHAK
Phone : 22892 :
T'Gram : "NARMAD"

THE NARMAD PRINTING & PUBLISHING COMPANY

GENERAL PRINTERS · PUBLISHERS AND ENGRAVERS
Narmad House, 29, Kalbadevi Road, BOMBAY 2

ESTABLISHED JANUARY 1928

Bombay Printers Association

Military Square Lane,
Fort, BOMBAY, No. 1

1928

Entered ....

A. B. PRINTER: President

BUY VIVEKANAND SERIES FOR YOUR DECENT PRINTING

Telephone: 22892

Telegram: "NARMAD"

THE NARMAD PRINTING
& PUBLISHING COMPANY
PRINTERS · PUBLISHERS · ENGRAVERS

Narmad House, 29, Kalbadevi Road, BOMB

Public are
requested
to see

THE ARTS
& CRAFTS
EXHIB

Embracing the
tioned hereon
classes of wor
in the **TOWN H**
Saturday Eveni
Continuing till

METAL WO
RATIVE PRI
BOOK BINDI
GOLDSMITH
ARCHITEC
ING & MOD

Admission by C
from Secretary

POMADE

TRADE MARK

Lotus Perfumery Stores, GOA

AN AMUSING
STORY OF
A DOVE

Published by
INDIAN BIRDS LEAGUE
No. 1
BOM

12 Pt. Arvind Border

PLAYING CARD
PUBLISHING Co.
Fort, BOMBAY 1

♠

We make
ZINC
BOTTOM
GALLEYS

PRICES on
application
G. T. F.
BOMBAY 4

COLD TYPE

GAD

A PRIMER ON THE
POWER OF THE
PRINTED WORD

BY

12 Pt. Zebra Border

P·R·I·N·T·E·R·S'
M·E·N·U

TYPES
Sarla Sarojini
Gandhi
Iravati Taramati
Vivekanand
Sudama Shaded
Javji Shaded
Rupam Ranade
Etc.

BORDERS
Bakool Vasant
Zebra
Arvind Kusum
and
many others

MATERIALS
Leads Quads
Spaces
Brass Rules
Etc.

TYPES' SERVICE

Little bricks build your
big houses to dwell in.
So do tiny little Types
compose your ideas
and thoughts to be
preserved in books.

G. T. F. BOMBAY 4

Brick Border

BETTER
PRINTING
NEEDS
Better Type
Better Paper
Better Ink

CONCERNING JOB PRINTING

¶ It is utterly impossible to formulate any hard and fast rules as to the correct method of setting a job.

¶ Times have changed since the period when the very limited material in an office compelled the printer to set almost all classes of work, large and small, from the same series of type.

¶ Nowadays we go to the other extreme, and require a different face of type for almost every job.

¶ For Circulars, Memoheads, Catalogues, Cheques Visiting Cards, Newspaper and other Advt. use, totally distinct classes of types are not only available, but are in regular use as specially appropriate.

THE GUJARATI
TYPE FOUNDRY
BOMBAY 4

It's Our Business to Help Your Business

BY dressing your display advertising and advertising printing in the right type face and with the right border frame.

TYPE is the clothes of copy. Send your ads out looking like gentlemen. We have four hundred satisfied clients. They couldn't all be wrong. We would like your name on our books and honestly and truly and really believe that we can help you sell by putting added punch in your publicity.

PRINTING EMPORIUM
Typographic Service · Advertising Printing
124, Kalbadevi Road BOMBAY 2

Guj. Border No. 1218

PLEASE
NOTE
THAT
Advertised
Business . .
Creates . .
Demand . .
G. T. F.
TYPES
are best for
Business
Advertising

PUBLISHED ONCE IN A WHILE

TYPO
GRAM

A HELPFUL
HOUSE ORGAN
FOR PRINTERS
AND BINDERS

Published by
GUJARATI
TYPE
FOUNDRY
BOMBAY

Vol. 1
No. 1

JANUARY
1928

A few illustrations of some of our very latest

SPRING
MODELS

now on show

GAGU JINA
PICKET ROAD
BOMBAY

Lettering for Printers

TYPE is too stiff to give adequate expression to all varieties of work. Therefore the compositor of to-day must learn Lettering. In that way he can give personal and appropriate character to each individual job. It is too much to expect cold, stiff metal type, even when helped by an occassional 'swash' letter, to look 'just the thing.' Compositors have done and still do wonders in giving expression to type, but customers expect constant progress in ideas, and it is only in persevering that satisfaction will be felt and success achieved.

THE SCHOOL of TECHNOLOGY
New Queens Road
BOMBAY

AMATEUR PHOTOGRAPHY

A FEW HINTS TO BEGINNERS ON DEVELOPING, PRINTING AND MOUNTING, TOGETHER WITH A WORD OF ADVICE ON BUYING A CAMERA, ETC. ALSO SEVERAL COLOURED MONOTONE PLATES FROM NATURAL GROWTH

SIXTH EDITION
PRICE Rs. SEVEN

RANJIT PHOTO STUDIO
CHOWPATY SEA FACE
BOMBAY

1928

CATALOG

OF . . . .
TYPES . . . . . .
BORDERS . . . .
ORNAMENTS . .
EMBLEMS . . . .
BRASS RULES. .
INKS . . . .
PRINTING . . .
AND . . . .
BINDING . . . .
MACHINERY . .
AND . . . .
MATERIALS . .

T'Gram :
"GUTYFO"

T'Phone :
22942

G. T. F.
GAIWADI - GIRGAON
BOMBAY 4

18 Pt. O. B. Border No. 155

ARTISTIC TOILET REQUISITES

FOR FACE, SCALP OR HAIR COMPLEXION NAILS OR SKIN

22962

MULMULE BROT

1288, Parel Road · BOMB

12 Pt. D. Border No. 3

THE INDIAN SPINNING WORKS

Trade Mark

Yarn No. ....

Count ....

Weight ....

Colour ....

Pearl & Rose Border

A TALK *About* MODERN PRINTING

Published by
THE INDIAN
TRADE BOOK Co.
BOMBAY 1

GUJARATI T

Manufacturers of Printing

STATEMENT

M..............

Dr.

To,
Dayal Mitha & Sons
WATCH MERCHANTS
Frere Road, Fort,
BOMBAY

To Goods

Durgesh & Doshi
OPTICIANS
7, Hornby Road
BOMBAY

T'Gram : "ZACOCO"

Zaveri's College of Commerce
SHORTHAND AND BOOKKEEPING
Taj Building, 182, Kalbadevi Road
BOMBAY

22658

I. B. Zaveri : *Principal*

STANDARD LINE
GTF
POINT SET BODY
GUJARATI TYPE FOUNDRY

CASLON OLD FACE
ROMAN

6 A About 3 lb. 9 oz. — 30-POINT CASLON OLD FACE — 10 a About 3 lb. 12 oz.

MR. WM. CASLON

Though WILLIAM CASLON, the man who gave the world

7 A About 3 lb. — 24-POINT CASLON OLD FACE NO. 1 — 14 a About 3 lb. 8 oz

THIS BEAUTIFUL

Roman letter, did not actually "beat his sword into ploughshare," 1234

7 A About 2 lb. 8 oz. — 24-POINT CASLON OLD FACE NO. 2 — 14 a About 3 lb. 2 oz

HE DID SOMETHING

Very like it. Starting in life as an engraver of gun-locks and barrels and making a conspicuous success at that difficult and

9 A About 2 lb. — 18-POINT CASLON OLD FACE — 25 a About 3 lb. 4 oz

THE VIRTUES OF CASLON

We confidently recommend this real CASLON to all master printers; in it has been preserved all the charm of the original hand cut letter, the use of which, shews the best taste in the modern 1234567890 typography. 1234567890

SMALL CAPS: 30 Point 4 A About 1 lb. 3 oz. 24 Point No. 1 5 A About 1 lb. 2 oz. 24 Point No. 2 5 A About 1 lb. 1 oz. 18 Point 7 A About 14 oz.

STANDARD LINE
GTF
POINT SET BODY
GUJARATI TYPE FOUNDRY

CASLON OLD FACE
ROMAN

14-POINT CASLON OLD FACE
14 A About 1 lb. 14 oz. — 40 a About 3 lb.

THOUSANDS OF TYPE FACES have had their little day and sunk into oblivion. CASLON OLD FACE has slowly and steadily woven its way into the fabric of modern typography. Its vitality has 123 made it survive. 456

12-POINT CASLON OLD FACE
15 A About 1 lb. 8 oz. — 45 A About 2 lb. 7 oz.

SPACING CASLON TYPES
WHEN using Caslon Old Face the three-to-em spaces should be put in a special box, and four-to-em spaces put in the compartment usually occupied by the thicker spaces. This applies only to the Roman 12345 type cases. 67890

11-POINT CASLON OLD FACE
16 A About 1 lb. 7 oz.
50 a About 2 lb. 7 oz.

WITH THE ITALIC FONTS, the five-to-em spaces should be the normal spaces. The reason for the foregoing is that Caslon type should be closely spaced, and the Italic closer than the Roman. The Caslon letter is not only somewhat condensed and closely fitted, but the face is small in comparison with the body.

8-POINT CASLON OLD FACE
20 A About 14 oz.
60 a About 1 lb. 9 oz.

NOT ONLY SHOULD THE spaces between the words of Caslon type be very thin, but that ugly gap the em-quadrat the end of a sentence, should be abolished. The period, the ordinary space followed by a capital letter, is amply sufficient to indicate to the eye the beginning of a new 123 sentence. 456

HHHHHHH

10-POINT CASLON OLD FACE
18 A About 1 lb. 7 oz.
55 a About 2 lb. 5 oz.

CLOSE SPACING OF CASLON should be adhered to whether type is set solid or leaded. Indeed, it is a fundamental of Caslon typography. In this connection, it should be pointed out that Caslon, unlike other type faces, does not require leading to make it more readable, the long descenders on such letters as the p and y preventing the huddling together of the lines. 123

A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z & Æ Œ QU a b c d e f g h i j k l m n o p q r s tu v w
x y z æ œ & £ ſt fl ffi ff ffl Qu 1 2 3 4 5 6 7 8 9 0

SMALL CAPS: 14 Point 7 A About 8 oz. 12 Point 9 A About 10 oz. 11 Point 10 A About 8 oz. 10 Point 12 A About 9 oz.

From **The Bharat Stationery Mart**
159 Parsi Bazar Street, Fort, BOMBAY

Your Order No. .... Our Register No. ....

for

....

....

Subject to Postal Inspection

Trade Mark

O. B. Border No. 222

Lemon Juice

THIS Lemon Juice is prepared by POWEL & SONS from the finest Western India Lemons GUARANTEED FREE FROM ALCOHOL

It is a cooling and refreshing beverage, and may be drunk either alone or mixed with soda, potash or other aerated waters. It can also be taken with iced water and sweetened with sugar according to one's taste.

Prepared and Bottled by

POWEL & SONS
BOMBAY 4

MOONLIGHT MEMORIES

A Romance

By
Harilal B. Vora
BOMBAY

TYPOGRAPHY COMES FIRST AND YOU CAN COME FIRST IN TYPOGRAPHY

THREE is the perfect number, it expresses beginning, middle and end. Man is three: body, soul and spirit. Nature is three: animal, vegitable and mineral. Basic colors are three: red, yellow and blue. An advertisement is three: typography, copy and art. We put typography at the beginning, because if nobody sees, nobody reads and if nobody reads, nobody buys, and if nobody buys, the rest is all but lather or foam. Typography comes first and you can come first in typography, if you use the finely cut and beautiful type styles manufactured and sold by

The Gujarati Type Foundry
Bombay

CASLON OLD FACE

ITALIC

6 A About 4 lb. 5 oz.
30-POINT CASLON OLD FACE ITALIC
10 a About 3 lb. 6 oz.

CASLON

Has perhaps the most interesting biography of all type faces in general use from first to last

9 A About 3 lb. 4 oz.
24-POINT CASLON OLD FACE ITALIC No. 1
14 a About 3 lb. 4 oz.

THE NARRATIVE

Of its birth, its rise and fall and rediscovery, and of its present-day superabundance is touched at every point

9 A About 3 lb.
24-POINT CASLON OLD FACE ITALIC No. 2
14 a About 2 lb. 14 oz

WITH A REAL

Human interest. Its history makes fascinating page in the Romance of Typography. This is the day of Caslon Type.

8 A About 2 lb.
18-POINT CASLON OLD FACE ITALIC
25 a About 3 lb.

THE ERSTWHILE

Favourites have about outworn their welcome and are being rapidly crowded off the stage by the Old Master himself, who, despite the weight of two hundred years, seems to be able to perform

---

CASLON OLD FACE

ITALIC

14-POINT CASLON OLD FACE ITALIC
12 A About 2 lb.
36 a About 2 lb. 8 oz.

BETTER IN EVERY

Capacity than any of those juveniles once thought so handsome and so useful. In the field of Creative Printing Caslon Old Face is in great popularity. Catalogs, booklets, folders, broadsides--all seem to gain in readability when properly composed in Caslon type now cast by the Gujarati Type Foundry in Copper Alloy. 123

12-POINT CASLON OLD FACE ITALIC
14 A About 1 lb. 12 oz.
34 a About 2 lb.

THE FACT THAT THIS

Type shows an ever-increasing popularity after two centuries of usefulness is bound to make the printer pause to admire and respect it—not alone for reasons of art, but for its rupees and annas value as a highly effective type face. What is the secret of this type's long-lived popularity? Obviously, it must be explained on no other ground than that of its adaptability to the better class of printing. It is really hard to over-rate the worth of Caslon type. 1234567

8-PT. C. O. FACE ITALIC
15 A About 14 oz.
40 a About 1 lb. 6 oz.

WITH THE ITALIC

Fonts, the five-to-em spaces should be the normal spaces. Thc reason for the foregoing is that Caslon type should be closely spaced, and the Italic closer than the Roman. The Caslon letter is not only somewhat condensed and closely fitted, but the face is small in comparison with the body. Close spacing of Caslon should be adhered to whether type is set solid or leaded. Indeed, it is a fundamental of Caslon

11- PT. C. O. FACE ITALIC
15 A About 1 lb. 10 oz.
34 a About 1 lb. 12 oz.

NO TYPE HAS YET

Been made that can match it for all-round usefulness, for grace and dignity in high places, and for clearness and neetness in ordinary work. It comes nearer being foolproof in the hands of the bungling novice and the venturesome compositor than almost any other type. Any printer having his choice of one English type—all the rest to be taken away from him—would choose Caslon, for it alone could successfully bear the burden of modern print. And in advertising (booklets, folders, broadsides, magazine and newspaper ads, etc.), that great new world for the printer,

10-PT. C. O. FACE ITALIC
15 A About 1 lb. 6 oz.
38 a About 1 lb. 9 oz.

CASLON CANNOT BE

Excelled. In the Caslon fonts there is a quality of interests a variety of design and a delicacy of modeling that hold you. So beautiful in the mass, so legible, it is friendly to the eye; it exhibits taste. Of this type can it be said that if all other English types were suddenly to disappear from the face of the earth, it could successfully bear alone the burden of modern print.

SPACING CASLON TYPES.

When using Caslon Old Face the three-to-em spaces should be put in a special box, and four-to-em spaces put in the compartment usually occupied by the thicker spaces. This applies only to the Roman type cases. 123

The Story of Italic

DOUBTLESS thousands of type faces have been designed since the invention of printing, yet of these, Italic is the only variation from the Roman which is used in the Printing of books. The success of Italic did not happen, but was due to the fact that the type was designed and cut by a great artist working under the inspiration of a great printer and publisher. Italic was designed and cut by Francia, one of the great artists of the Italian Renaissance, for Aldus, perhaps the greatest printer and publisher of any age. It is no wonder that such a combination bore precious fruit. . . The elegance, the grace and the good taste of Francia's new letter were universally acknowledged by the art-loving readers of books at that time. . . The type was a great success, as was proved by the imitations which immediately began to appear, although the letter was "copyrighted" by means of a Papal bull issued by Alexander VI. But Papal bulls had few terror in commercial matters for type founders, even in Italy. . . .

Guj. Border No. 1242

Surephit & Co.

High-Class
Tailors

Are glad to announce the opening of their new premises Surephit House, at Parel Road, Bombay, on Wednesday, February twentyninth, nineteen hundred and twentyeight. An exclusive, large and varied assortment of tweeds, worsteds and serges have been secured at a price which will enable us to offer the very highest-class material at a ridiculously low figure and at the same time guarantee perfect fit and style. We cordially invite our patrons to pay us a visit of inspection at our new establishment which cannot fail to impress and at the same time fully convince them that we are still able to give that entire satisfaction which has hitherto been the secret of our success and placed us in our present position of security. We take this opportunity of thanking our friends for their esteemed support and trust we may continue to be so favoured.

REMEMBER THE GRACES

THE GRACES—INDEED ! *What would your good copy for advertising and sales printing be worth without careful regard to proper appearance?*

What a sermon for the copy-writer and the salesman in the sound advice of this father to his son. Make it brief. Make it apt. Never offend a friend or prospect by a trick to hold his attention.

Surely, Sir, practice the Graces. Make your printed story so appealing to the eye and intelligence that friend or stranger must look at the message—and so interesting that the eye follows through to the very end—and the pocket book is reached. For lively attractive type styles write to

Gujarati Type Foundry
Typographers
Gaiwadi-Girgaon,
BOMBAY 4

Most Italic type faces may be used for straight ready matter but are employed to better advantage when used for display composition. On account of their construction they are very appropriate when used for a subject such as millinery, jewelry, etc. The characteristics of this style of type face suggest these things.

MR. PRINTER'S

NEW YEAR RESOLUTION

I will conduct my business so that my customers, my employees, my competitors and myself will all be better off. I will give the best value possible to those who buy my printing. I will endeavour to contribute each day some useful idea, word or deed that will help to improve the printing business. I will increase my knowledge of printing, learn more of its interesting history, more of its mechanics and especially more of the purposes for which it can be used. I will speak well of printing and try to win for it respect and reverence. I will make prices that are just to my customers, just to myself and just to my competitors. I will firmly insist upon prices that give me a fair profit.

SERVICE

The service of the fruit is precious, the service of the flower is sweet, but let our service be the service of the leaf in its shade of humble devotion.

RANADE ITALICS

20 A About 2 lb 8 oz 12-POINT 40 a About 2 lb 12 oz

HINTS ON MAKING-READY FOR
Blockwork. We have received particulars of a
new method of making-ready adopted in a 4

22 A About 2 lb 8 oz 11-POINT 42 a About 2 lb 12 oz

A HOUSE WHERE BLOCK-PRINTING
Largely prevails, and by which it is claimed that two
thirds of the time usually spent in this process may 12

22 A About 2 lb 6 oz 10-POINT 45 a About 2 lb 12 oz

MAY BE SAVED WITHOUT SACRIFICE IN
Result. The making-ready is done on an overlay consist-
ing of one thick and three thin sheets of paper, united by 3

25 A About 1 lb 8 oz 8-POINT 48 a About 1 lb 8 oz

UNITED BY VERY THIN PASTE, WHICH IS VERY
Scarcely visible, and which permits of the sheets being fastened flat to
one another, and also to be easily separated without tearing the under 8

30 A About 1 lb 4 oz 6-POINT 60 a About 1 lb 12 oz

SHEET. THIS OVERLAY IS PLACED ON THE CYLINDER IN
The place corresponding to the illustration. If type and pictures are to be printed
together, the picture must be kept a little lower than the type, in order to allow 6

ROMAN CAPS

9 A 20-POINT About 3 lb 4 oz

DEPENDABILITY
THE PAST WITHOUT PRO-
GRESS AVAILETH LITTLE,
BUT BUILT ON A SOLID PAST
MAKES FOR DEPENDA-
BILITY.

For prices see separate list

INSPIRATIONS FOR PRINTERS

THEIR INFLUENCE ON THE MIND OF THE BUYER OF PRINTING

THE GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4

VITHAL SERIES

8 A 30 POINT VITHAL

A CREATIVE PRINTER 149

10 A 24 POINT VITHAL

FASHIONABLE TYPE STYLES 23

15 A 18 POINT VITHAL

NEW DEPARTMENT OF TYPOGRAPHY 5

For Prices see separate Price List

HEART
CHECK

Good when presented for entrance to my heart. . . .
(unless otherwise occupied)

HOT
FROM THE FOUNDRY

NOVEL DESIGNS IN
TYPE
Go Ahead
Before You
Are Too Late

GUJARATI
TYPE FOUNDRY
GAIWADI-GIRGAON-BOMBAY 4

STAR PRINT SHOP

QUALITY PRINTING

23567

PRINTER ST.
BOMBAY

T'PHONE: 22942
GTF
T'GRAM: GUTYFO

LEADERS IN CREATIVE TYPE STYLES FOR CREATIVE PRINTERS

GUJARATI TYPE FOUNDRY
BOMBAY
GAIWADI
GIRGAON

SUPPLIERS OF MACHINERY AND
MATERIALS FOR PRINTERS & BINDERS

TELEGRAM: "GUTYFO"
GAIWADI-GIRGAON
BOMBAY 4

TELEPHONE: 22942
LEADERS IN CREATIVE TYPE
STYLES FOR CREATIVE PRINTERS

ATI
DRY

Name
Address
City
Checked by

OK

GUJARATI
TYPE
FOUNDRY
BOMBAY 4

PSYCHOLOGY
of type faces is but the simple act of causing a mental impression through the use of a type which by the character of its design aids the intent of the message!

DOMESTIC
SCIENCE HIGH SCHOOL

M·O·N·D·A·Y
M·E·N·U

Sweet Puri Cream Puri
Rose Halwa
Sutarfeni Potato Kachori
Assorted Bhajias
Jalebi Gulab Jambu
Dhokla
Banana Pine-Apple
Mangoes
Potato Chips Green Peas
Matha-Kadi
at the end
Pan-Supari & Hukka-Pani

SOCIETY SHADED SERIES

6 A 24 POINT 11 a

Types Were Never Made So Well

12345 As They Are Now. 67890

9 A 18 POINT 27 a

Drawing Was Never Done so Correctly, Cutting so Deep and Clean, Nor Even Lining so True.

12 A 14 POINT 33 a

Intelligent Handling of the Type Imparts Distinction to the Printed Book, Exemplifying the Spirit and Motive.

For Prices see separate Price List

Congratulations and best wishes on the occasion of your Birthday; may the year to come hold all you desire in happiness and prosperity.

Gopal & Govind

Bombay 4

"GUTYFO"

Foundry

PE STYLES

Bombay 4

Mr. & Mrs. Great Primer

request the honour of your
presence at the marriage of their daughter

Miss Rubby Minion

to

Mr. Twoline Pica

on the evening of Wednesday, the first of March
at seven o'clock
at the Composing Room of
The Gujarati Type Foundry, Bombay 4

Ramendra Kumar

ARTIST

BHARAT STUDIO
KALBADEVI ROAD
BOMBAY 2

Hearty

Greetings

and

Good Wishes

for the

Coming Year

Gujarati Type Foundry

SUBHAS SERIES

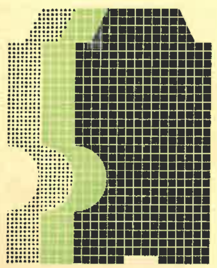
8 A 30 POINT SUBHAS

FASHIONS IN TYPES
CHANGE AS DRESS

G.T.F.

COPPER-ALLOY

TYPES



FOR A
GOOD RUN

GUJARATI TYPE FOUNDRY-BOMBAY

We sell

STEEL CHASES

with
or without
cross bars for
all standard size
machinery.

GUJARATI TYPE
FOUNDRY, BOMBAY

BOOKS

on PRINTING and GRAPHIC
ARTS can be had from

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON-BOMBAY

For Price see separate Price List

GUJARATI TYPE FOUNDRY

T'PHONE 22942
T'GRAM GUTYFO

LEADERS IN CREATIVE
TYPE STYLES FOR
CREATIVE PRINTERS

GAIWADI - GIRGAON
BOMBAY 4

MODERN

IT IS A MODERN LETTER. IT IS ONE WHICH HAS RECENTLY BEEN DEVELOPED. IT EXPRESSES THE PRESENT, AS CONTRASTED WITH THE EARLIER PERIODS OF LETTERING. THE MODERN LETTER SHOULD EXPRESS IN SOME MANNER THE SPIRIT OF THE TIME. IT MUST BE DECORATIVE, FREE AND DARING, ALSO BUILT ON THE SOLID FUNDAMENTALS OF GOOD TASTE.

FOR

TYPES, BORDERS,
ORNAMENTS, SPACING
MATERIALS, PRINTING AND
BOOK-BINDING MACHINERY

GUJARATI
TYPE
FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4

9 A — 24 POINT BEAUTY

WE SELL BEAUTY
FOR LETTERHEADS

12 A — 18 POINT BEAUTY

GOOD TYPOGRAPHY SELLS
PRINTING QUICKLY 12345

18 A — 12 POINT BEAUTY

THIS BEAUTY SERIES HAS ITS OWN
MERITS IN SHADED TYPE STYLES !

For Prices see separate Price List

GOOD
WISHES

FOR THE
SEASON AND
THE BRIGHT
NEW YEAR
FROM

USHA KANT

KRISHNA KUTIR
MALBAR HILL
BOMBAY

IN 193
AS ALWAYS

AT YOUR SERVICE

PRINTERS'
DEVIL
CLOTHES
SHOP

UNITED RECORD
MFG. COMPANY

GREATEST ARTISTS
FINEST RECORDING

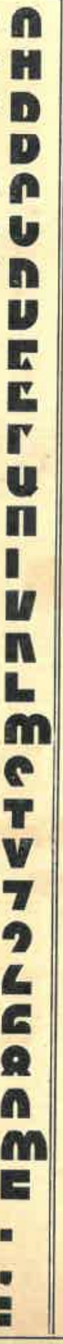
FORT. BOMBAY 1

A Merry Diwali and
Happy New Year

DESH SEVIKA

GUJARATI TYPE FOUNDRY - BOMBAY 4

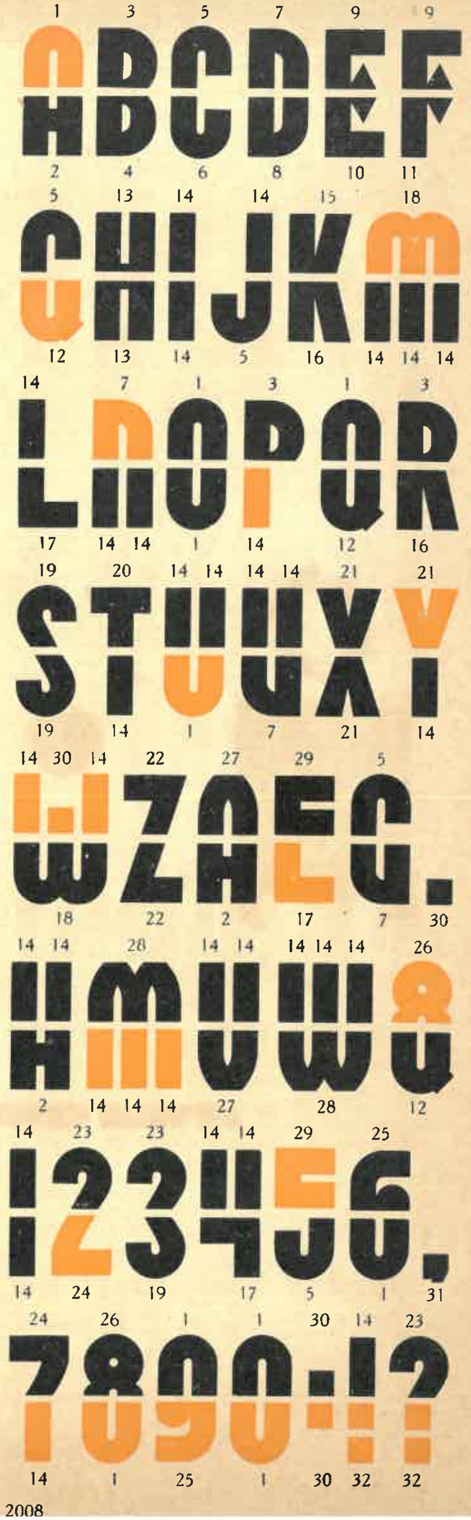
A font of 12 Point contains 574 pieces, 24 Point 298 pieces, 36 Point 199 pieces and 48 Point 149 pieces.



Piece No.	12 Point Pieces in a Font	24 Point Pieces in a Font	36 Point Pieces in a Font	48 Point Pieces in a Font
1	48	24	15	12
2	18	10	7	5
3	24	12	8	6
4	8	4	3	2
5	22	12	8	6
6	8	4	3	2
7	32	16	10	8
8	10	6	5	3
9	32	16	10	8
10	24	12	8	6
11	8	4	3	2
12	12	6	4	3
13	16	8	6	4
14	122	58	40	29
15	8	4	3	2
16	18	10	7	5
17	24	12	8	6
18	12	6	4	3
19	16	8	6	4
20	10	6	3	2
21	8	4	3	2
22	10	6	4	4
23	6	4	2	2
24	6	4	2	2
25	6	4	2	2
26	6	4	2	2
27	8	4	3	2
28	6	4	3	2
29	10	6	4	3
30	14	8	6	4
31	10	6	4	3
32	12	6	3	3

NARSINH SERIES

Only 32 designs are used in making alphabets, figures and punctuations as under :


1 3 5 7 9 9
ABCDEF
2 4 6 8 10 11
5 13 14 14 15 18
CHIJKM
12 13 14 5 16 14 14 14
14 7 1 3 1 3
LNOPQR
17 14 14 1 14 12 16
19 20 14 14 14 14 21 21
STUVXY
19 14 1 7 21 14
14 30 14 22 27 29 5
WZAEG.
18 22 2 17 7 30
14 14 28 14 14 14 14 14 26
HMUW&
2 14 14 14 27 28 12
14 23 23 14 14 29 25
123456,
14 24 19 17 5 1 31
24 26 1 1 30 14 23
7890:!?
14 1 25 1 30 32 32

NARSINH SERIES

Only 32 designs are used in making alphabets, figures and punctuations shown on page 2008

48 POINT (for 96 Point) NARSINH — 149 Pieces

FRIENDS

36 POINT (for 72 Point) NARSINH — 199 Pieces

PRINT NICE

24 POINT (for 48 Point) NARSINH — 298 Pieces

LEADING STYLES
CREATE MARKET

12 POINT (for 24 Point) NARSINH — 574 Pieces

JUST AS FASHION CHANGES NEW
TYPE FACES REPLACE THE OLD !

For Prices see separate Price List

RH

RAMESH HASMUKHROY

IMPORTERS OF PHOTOGRAPHIC CAMERAS AND MATERIALS ETC.

GIRGAON ROAD
BOMBAY 4

BOOKS ON PRINTING

AND ALLIED SUBJECTS LIKE PROOF-READING, BOOK-BINDING, BLOCK-MAKING, COST-FINDING ETC. CAN BE HAD FROM

GUJARATI TYPE FOUNDRY
Gaiwadi · Girgaon · BOMBAY 4

TYPE

IS LIKE A VIOLIN. IN THE HANDS OF THE MASTER IT BECOMES A SINGING. IT HUMS WITH COLOUR. IT SPARKLES WITH LIFE.

WE MAKE TYPE TALK

Gujarati Type Foundry
Gaiwadi-Girgaon
BOMBAY 4

LISTEN!

WE PRINT LETTERHEADS.
ASK FOR SAMPLES.
THE CRAFTSMAN PRINTING Co.

CREDIT

EQUALITY PROTECTS EVERY ONE WHO PAYS HIS BILLS PROMPTLY

MED

THE MAHARASHTRA ENGRAVING DEPOT

219, KALBADEVI ROAD
BOMBAY 2

PROCESS ENGRAVERS IN LINE, HALF-TONE, THREE & FOUR COLOUR BLOCKS

MODERN MACHINERY LD

CHURCHGATE ST., FORT, BOMBAY

To

DATE

Invoice No.

ITEMS	Rs	a	p

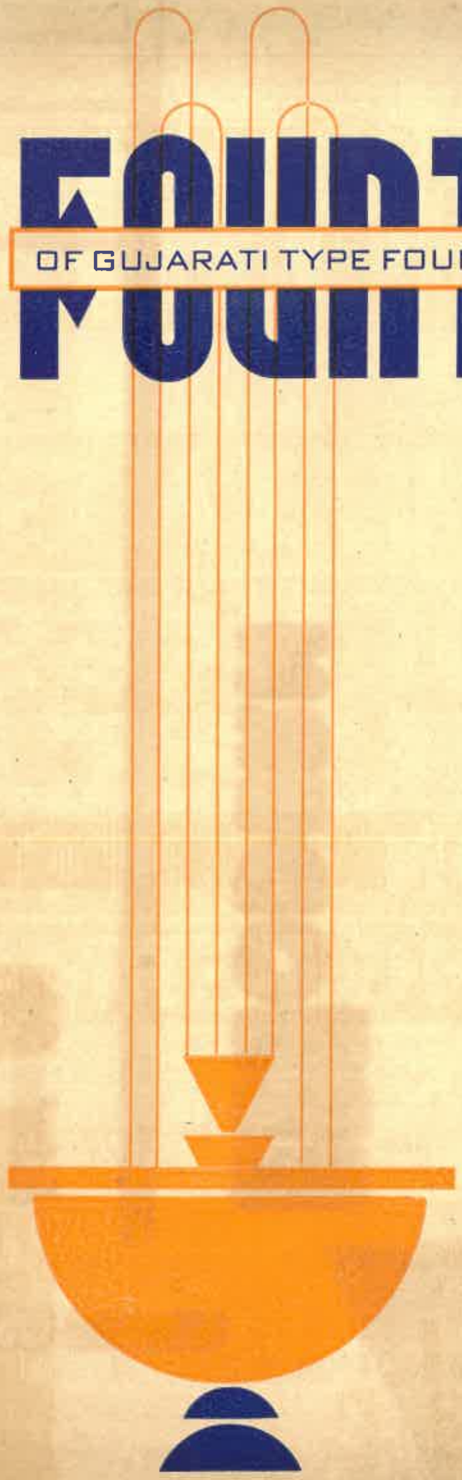
MAKE UP

IS AN ART. IT REQUIRES GOOD MATERIAL.
G.T.F. MAKE THE BEST
GUJARATI TYPE

2011

FOUNTAIN

OF GUJARATI TYPE FOUNDRY PRODUCTS



Types

Borders

Decorators

Niceties

Etc. Etc.

GUJARATI
TYPE
FOUNDRY

NARENDRA SERIES

3A — 72 POINT NARENDRA

RETURN

5A — 48 POINT NARENDRA

PRINTING
INFLUENCES

8A — 36 POINT NARENDRA

DICTIONARY OF
PRINTING TERMS

10A — 24 POINT NARENDRA

THE VILLAGE PRINTING
CONCERN OF PARNKUTI

1 2 3 4 5 6 7 8 9 0

For Prices see separate Price List

GUJARATI TYPE FOUNDRY

PRICE LIST

FOR
TYPES
BORDERS
ORNAMENTS
DECORATORS
NICETIES
AND
SPACING
MATERIALS

GAIWADI - GIRGAON
BOMBAY 4

DRESS

A Shaddy salesman is not likely to attract business. Neither is a poorly dressed advertisement likely to have the power to attract readers to it.

FROM
**GUJARATI TYPE
FOUNDRY**
GAIWADI - GIRGAON
BOMBAY 4

G

for ....
....
....

TYPE

FOR
EXPRESSIVE
TYPOGRAPHY

GUJARATI TYPE FOUNDRY
BOMBAY
4

BLOCKS

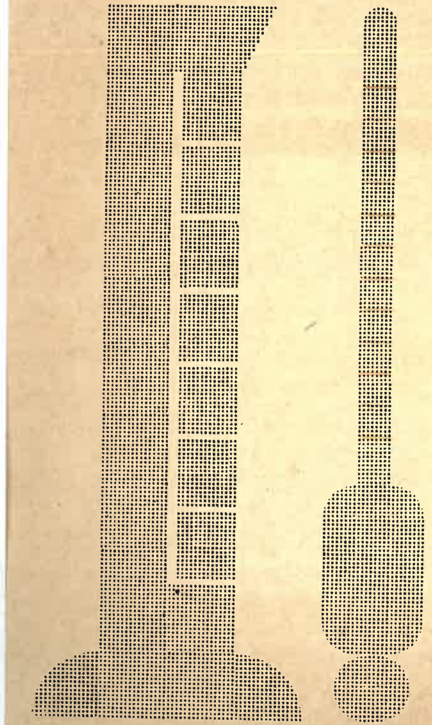
Are the vitamins of the printed word. They bring to life the Museum Guide Book, the Technical Journal, the Sale Catalogue, the Text Book, and the Railway Time-Table. All should use more BLOCKS because for quickness, accuracy, firing the imagination and eliminating tediousness they have no equal.

CASLON OLD FACE

Price List

FOR
TYPES
BORDERS
ORNAMENTS
DECORATORS
NICETIES
AND
SPACING MATERIALS

GUJARATI TYPE FOUNDRY



SCIENCE APPARATUSES

● SUCH AS TEST TUBES
FLASKS, THERMOMETERS
HYDROMETERS, SYPHONS
PIPETIES, FUNNELS, ETC.
ASK FOR CATALOGUES

BINODEE & Co.
29, LOWER CHITPORE ROAD
CALCUTTA

NATVAR SERIES

10A 24 POINT NATVAR

WHITE GROUND
GIVES RELIEF

12A 16 POINT NATVAR

PRINTING IS THE TIME
45 HONOURED CHUM 67

15A 12 POINT NATVAR

PRINTING IS THE INSEPARABLE
COMPANION OF ACHIEVEMENT

For Prices see separate Price List

SELLING

is a matter of telling not yelling. Let good typography deliver your message with ease and grace.

BLENDING TYPES

Types are like paints, in their tubes; any one can buy them. It needs the skill of the master to blend the types attractively.

H.W. HOMI

DEALER IN
CIGARS AND
CIGARETTES
FOR PRINTERS

BOMBAY 7

LET ME not pray to be sheltered from dangers, but to be fearless in facing them.

LET ME not beg for the stilling of my pain, but for the heart to conquer it.

LET ME not look for allies in life's battle-field, but to my own strength.

LET ME not crave in anxious fear to be saved, but hope for the patience to win my freedom.

GRANT me that I may not be a coward, feeling your mercy in my success alone; but let me find the grasp of your hand in my failure.

GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY NO. 4
PHONE 22942 GRAM GUTYFO

LEADERS IN CREATIVE TYPE STYLES
SUPPLIERS OF PRINTING MACHINERY

GUJARATI TYPE FOUNDRY, BOMBAY 4

MANUFACTURERS OF NOVELTIES IN TYPES, BORDERS
ORNAMENTS AND ELECTRO BLOCKS • SUPPLIERS OF
MACHINERY FOR PRINTERS, BOOKBINDERS AND BOXMAKERS

T'GRAM: 'GUTYFO' T'PHONE: 22942

TELEGRAM:
"GUTYFO"
PHONE
22942

HE GUJARATI
YPE FOUNDRY
EATIVE TYPE STYLES FOR
REATIVE PRINTER
WADI-GIRGAON-BOMBAY 4

ARUN SERIES

6A 42 POINT ARUN

NEW YEAR'S GREETINGS!

8A 30 POINT ARUN

INSTRUCTIONS IN TYPOGRAPHY 234

For Prices see separate Price List

RAMENDRA KUMAR & Co.
Distributors of Indian and Foreign Films
Ridge Road
BOMBAY

R

Ranchhodji Ramji & Co.
Engineers & Building Contractors
Chikalwadi, Grant Road
BOMBAY 7

2019

TELEPHONE : 22942 TELEGRAM : 'GUTYFO'

GUJARATI TYPE FOUNDRY

LEADERS IN CREATIVE TYPE STYLES FOR PRINTERS
SUPPLIERS OF MATERIALS FOR PRINTERS & BINDERS

GAIWADI-GIRGAON
BOMBAY 4

ARUN

Rich and decorative Type strictly modern—see it in high grade magazines. Very effective when used for flash lines and initials. 30 and 42 point carried in stock and ready for immediate shipment

GUJARATI TYPE FOUNDRY, BOMBAY

THE ACADEMY OF PRINTING SPORTS AND SOCIAL CLUB, BOMBAY

CARNIVAL DANCE

SATURDAY, 30TH OF DECEMBER
FROM NINE UNTIL MIDNIGHT AT THE
ROYAL OPERA HOUSE
QUEEN'S ROAD
●
TICKET Rs 2/8

Light refreshment at moderate rate

Children free under 12 years old

M·I·S·T·A·K·E·S

★ Mistakes are better never made, but the next best thing when an error does creep in is a prompt report and a frank acknowledgment by the one who makes it.

★ That shows the mistake was of the hand and not of the heart.

★ It costs less and is better for all concerned to have an error adjusted on the spot rather than later on and is much more satisfactory to have a mistake reported by an employee than by a customer of the house.

VIRJI SERIES

6 A 42 POINT VIRJI

INVENTIONS 9

8 A 30 POINT VIRJI

MODERNISE
PRINTING 8

10 A 24 POINT VIRJI

GOOD PRINTING
BRINGS RESULT 1

12345
67890

For Prices see separate Price List

QUALITY

"QUALITY WILL GET ATTENTION, AROUSE INTEREST, AND CREATE DESIRE WHERE ALL OTHER METHODS FAIL. QUALITY WINS BECAUSE IT HAS SO MUCH TO DO WITH LASTING SATISFACTION. QUALITY, PLUS SERVICE, IS INDESPENSABLE TO PERSONAL AND BUSINESS SECCESS."

TYPO GRAPHIC

DEVOTED TO
Advertising Graphic Arts

DASSERA NUMBER

PUBLISHED BY
PRINTER'S SOUL
BOMBAY

PRINTERY

VIRJI MALVANIA

GOOD PRINTING IS AN ART
and it cannot be Measured by Price.
SATISFACTION GUARANTEED *with the Modern Spirit in our Typography.*
TRY at GIRGAON, BOMBAY 4

VALLABH SERIES

8 A — 30 POINT VALLABH

WELL ENGRAVED
TYPES RESPOND 1

10 A — 24 POINT VALLABH

BRING BETTER
BUSINESS AND

15 A — 18 POINT VALLABH

EQUALLY BETTER 24
RETURNS ALWAYS 5

1 2 3 4
5 6 7 8
9 0 « »
*****
. , ; -
: ? ! ’)

For Prices see separate Price List

UNITY CEREMONY

YOU ARE CORDIALLY INVITED TO BLESS
THE UNION OF
MISS RAMBHA TO **MASTER INDRA**
ON
DHAN TERASH DAY
AT
MOUNT EVEREST
KAILASPATI

TELEGRAM : "GUTYFO"
TELEPHONE : 22942

GUJARATI TYPE FOUNDRY

MANUFACTURERS OF CREATIVE TYPE STYLES FOR
CREATIVE PRINTERS • SUPPLIERS OF MACHINERY
AND MATERIALS FOR PRINTERS AND BOOKBINDERS

GAIWADI - GIRGAON
BOMBAY 4

TELEGRAM:
MOMACHINERY

TELEPHONE:
44982

M

MODERN MACHINERY LD
CHURCHGATE STREET
FORT, BOMBAY

M. ALFONSO
PROPRIETOR

VITHAL and **VALLABH**

Sturdy powerful, bold type face 18 to 30 point that is meeting immediate approval. Already installed and in active daily use in studios of alert, proggressive typographers everywhere.

GUJARATI TYPE FOUNDRY
GAIWADI - GIRGAON - BOMBAY 4

---

10 A — 18 POINT RADHA No. 1

NEW TYPOGRAPHY 1
MODERN LAYOUTS

12 A — 18 POINT RADHA No. 2

THEY ARE NOW GETTING
VERY POPULAR IN INDIA

15 A — 12 POINT RADHA No. 1

A LIBRARY OF TYPOGRAPHY
IS NECESSARY IN ALL CITIES

17 A — 12 POINT RADHA No. 2

BETTER PRINTING IS IN GREAT
DEMAND DAILY IN INDIA 123456

21 A — 12 POINT RADHA No. 3

THIS RADHA SERIES WHEN USED WITH
THE KRISHNA BOTH ENRICH PRINTING

24 A — 12 POINT RADHA No. 4

THIS SPECIMEN BOOK IS FULL OF EDUCATIVE
VALUE TO STUDY-SO SAID MANY IN ADVANCE

21 A — 6 POINT RADHA No. 1

SQUARE LETTERING
GIVES FINE SHAPES 2

25 A — 6 POINT RADHA No. 2

USE OUR ARJUN, RADHA
AND KRISHNA SERIES 121

29 A — 6 POINT RADHA No. 3

THE GUJARATI TYPE FOUNDRY
GAIWADI GIRGAON BOMBAY 4

35 A — 6 POINT RADHA No. 4

SPACE, QUAD & MACHINERY CO.
LOCATED AT BOMBAY, NO. 4 INDIA

IT IS NOT ENOUGH TO SPEAK OF CRAFTSMANSHIP, THE WORK ITSELF MUST CONVEY THE MESSAGE OF CAFTSMANSHIP.

IN PRINTING, AS IN ALL THE ARTS AND CRAFTS, THE ONE CLIMAXWORTH STRIVING FOR IS THE EFFECT OF FINALITY.

TELEGRAM : "GUTYFO"
TELEPHONE : 22942

GUJARATI
G TYPE FOUNDRY

MAKERS OF TYPES, BORDERS
ORNAMENTS AND ELECTROS
GAIWADI - GIRGAON - **BOMBAY 4**

KRISHNA SERIES

9 A 18 POINT KRISHNA No. 1

JOB PRINTING IS GOOD BUSINESS

11 A 18 POINT KRISHNA No. 2

THESE ARE TYPES 1 OF TOMORROW: BUY

13 A 12 POINT KRISHNA No. 1

THEY ARE FINELY CUT: AND VERY NICELY MADE

16 A 12 POINT KRISHNA No. 2

GUJARATI TYPE FOUNDRY MAKE TYPES THAT TALK 12

20 A 12 POINT KRISHNA No. 3

THE OLD GOTHIC HAS REGAINED ITS PLACE IN THE NEW FORM 123

24 A 12 POINT KRISHNA No. 4

LETTER HEAD, BILL HEAD & SHOW-CARD SETTING BEFITS WITH KRISHNA SERIES

21 A 6 POINT KRISHNA No. 1

WE SELL MACHINERY FOR PRINTERS ETC. 1

25 A 6 POINT KRISHNA No. 2

REAL COPPER ALLOYED TYPES GIVE LIFE TO 123

29 A 6 POINT KRISHNA No. 3

WE ARE EARLIEST WITH THE LATEST THINGS IN TYPES 23

34 A 6 POINT KRISHNA No. 4

PRINTING IS THE INSEPARABLE COMPANION OF ACHIEVEMENTS

For Prices see separate Price List

AIR MAIL
CARD

for

FROM
GUJARATI TYPE FOUNDRY
GAIWADI - GIRGAON - - - - **BOMBAY 4**

GTF

AIR

MAIL

FROM
GUJARATI TYPE FOUNDRY
GAIWADI - GIRGAON - - - - **BOMBAY 4**

FOR ....

....

....

ARJUN SERIES

TANSUKH
AND
MANSUKH

Village
Social Workers

BARDOLI
T.V. Ry.

8 A — 24 POINT ARJUN

FABRIC LTD.
MILLINERS 2

11 A — 18 POINT ARJUN No. 1

THE EXHIBITION
OF PRINTED JOBS

14 A — 18 POINT ARJUN No. 2

PRINTING INDUSTRY
IS HONOURABLE 123

16 A — 12 POINT ARJUN

PRINTERS WHO BUY G.T.
F. PRODUCTS IMPROVE
THEIR PRINTING WORK

For Prices see separate Price List

TELEPHONE: 80196

TELEGRAM: "MEMOBRO"

MEHTA & MOGUL Bros.

PRINTERS' ENGINEERS
AND VALUERS

PROVIDERS IN MACHINERY
AND MATERIALS

PRINTERS' COTTAGE ROAD
CALCUTTA

RAJENDRA SERIES

10 A — 48 POINT RAJENDRA

**NEWSPAPER HEADLINES
NEED CONDENSED TYPES**

12 A — 36 POINT RAJENDRA

**THE MULTIPLICITY OF MANY TYPE
FACES NOW AVAILABLE MAKES IT**

14 A — 24 POINT RAJENDRA

**NO EASY TASK TO
CLASSIFY THEM. 123**

20 A — 18 POINT RAJENDRA

**INDEED THE AVERAGE PRINTER
FINDS IT DIFFICULT TO 4567**

24 A — 12 POINT RAJENDRA No. 1

**KEEP HIMSELF UP-TO-DATE IN HIS
KNOWLEDGE OF THIS FIELD AND**

29 A — 12 POINT RAJENDRA No. 2

**HE IS OFTEN PUZZLED TO KNOW, WHEN
SOME PARTICULAR FACE IS ASKED FOR.**

34 A — 12 POINT RAJENDRA No. 3

WHETHER OR NOT THAT DEMAND MIGHT BE REASONABLY MET BY THE USE OF ONE OF THE 890

BLACK

TYPE

BOLD EFFECTS WITH A GREAT DEAL OF GRACE CAN BE SECURED IF A LITTLE CARE IS TAKEN IN ARRANGING AND SPACING THE TYPE.

GUJARATI TYPE FOUNDRY
■ LEADERS IN TYPE STYLES ■
GAIWADI - GIRGAON - BOMBAY 4

For Prices see separate Price List

GAUTAM SERIES

12 A　18 POINT GAUTAM ITALIC　24 a

OBSOLETE TYPE FACES: How much old type have you in the office and how much do you

18 A　14 POINT GAUTAM ITALIC　36 a

FIGURE IT IS WORTH? IT MAY HELP TO make a large inventory of material on hand but that is about all it is good for. 2

25 A　10 POINT GAUTAM ITALIC　75 a

NOTHING DEPRECIATES AS RAPIDLY AS TYPE and only the types that wear out are worth buying. No matter whether they are copper alloy, 34

30 A　8 POINT GAUTAM ITALIC　90 a

OR ANY OTHER ALLOY OR VIRGIN METAL THAT THE TYPE founders claim is indestructible, if they are well selected they will wear out because they will be in constant use. 12345678

30 A　6 POINT GAUTAM ITALIC　90 a

THE LOAFER FONTS NEVER WEAR OUT BECAUSE THEY ARE NEVER ON the presses. An old font that is shiny and new is a loafer and should be dumped into the hell-box, to be replaced by some new faces that will wear put

For Prices see separate Price List

The
DOORWAY
to
Satisfactory
Service

By a Printer
who uses
G. T. F. Products

Day and Night
Service

SOCIETY TYPOGRAPHERS INC.
196B, Gaiwadi
at BOMBAY 4

We print while you wait

Reserve Your Copy of

PRINTERS' TABLES

Price Rs. 2/8

Gujarati Type Foundry
Gaiwadi - Girgaon - BOMBAY 4

URDU AND SINDHI TYPES

22 POINT HYDARI NASTALIQUE

گجراتی ٹائپ فاونڈری بمبئی نے اتبک جو کچھ کہ مختلف
زبانوں کے حرفوں یعنی ٹائپونکے بنانے میں تریمات لی ہیں
اسیمن ۲۲ پائنٹ کائی قسم کا بلاک نستعلیق ٹائپ اپنے قدردانوں
کی خدمت مین پیش کیا جاتا ہے * کئی سال سے اس قسم
کے خوش خط ٹائپ کے لئے پریس والونکی ازحدخواہش ۷۹

URDU 18 POINT BABAR

کو دکھانیکي همیں آرزو تهي-
الحمدلله کہ هماري آرزو پوري
هوئي- هماري ترکیب دي هوئي
دهات کے ڈهلے هوئے ٹائپ اور
چهاپےخانوں کے هرایک قسم کے
عمده اور قیمتي اسباب کي ۳

SINDHI 18 POINT VIRUMAL

حضرات اسانجي فائونڊري جي
شروعات سنه ١٩٠٠ع کان ٿي
آهي ۽ انهين زماني کان سيني
کان سٺو ۽ اعلي درجي جو وڌندڙ
قسم جو ڪم ڪري ڏيکارڻ جي
اسانکي آرزو هئي، پر ٦٨٦١

URDU 18 POINT BABAR BOLD

دکهانیکي همیں آرزو تهي-
الحمدلله کہ هماري آرزو
پوري هوئی- هماري تر
کیب دي هوئی دهات کے
ڈهلے هوئے ٹائپ اور
چهاپے خانوں کے ۱۹۳۶

SINDHI 18 POINT VIRUMAL BOLD

الحمدلله جو اسانجي
آرزو پوري ٿي. اسانجي
سٺاريل ڌاتو جا ڍاريل
ٽائيپ ۽ هرهڪ قسم جي
ڇاپخانه کي لڳندڙ قيمتي
سامان جي خاطري لاء ٦

Weight of each font is about 60 lbs and its multiple.

For Prices see separate Price List

URDU AND SINDHI TYPES

URDU 14 POINT HUMAYUN

ایک هي پائینٹ کے طریقه پر سب قسم کے حروف بُنائے گئے هیں- اُردو- فارسي- عربي- سندهي وغیره ٹائیپ کے جو جو نئے نئے

URDU 14 POINT HUMAYUN BOLD

حضرات! هماري فاؤندري کي ابتدا جون سنه ١٩٠٠ء سے هوئي ہے اوسي زمانے سے سب سے عمده اور اعلى پیمانے او ر

URDU 12 POINT JAHANGIR

اگر کسي کي سمجه میں یه باتیں نه آئیں تو وه هماري نمونه کي چهپي هوئي کتاب کے پهلے صفحه پر جسمیں اِن باتوں کا خلاصه ہے غور سے ٧٦

URDU 12 POINT JAHANGIR BOLD

هر ایک قسم کي عمده اور قیمتي اسباب کي سند مین سونے کے چهه تمغے (چاند) اور بهت سي سرٹیفکٹین

URDU 10 POINT SHAH JAHAN

هره گا مدعی نے تمهارے نام ایک نالش بابت کے دائر کی هے لهذا تمکو حکم هوتا هے کہ تم بتاریخ ٨ ماه نومبر سنہ ١٩٢٨ء وقت ١٠ بجے دن کے اصالتاً یا

SINDHI 14 POINT JAIRAM

دهاتو جا ڊاربل ٽائپ ۽ هرهڪ قسم جي ڇاپخانہ کي لڳندڙ قيمتي سامان جي خاطري لاءِ اسانکي ڇهہ سهن جا ٻلا ۽ گھڻيون سرٽيفڪيٽ

SINDHI 14 POINT JAIRAM BOLD

حضرات اسانجي فائونڊري جي شروعات سنہ ١٩٠٠ ع کان ٿي آهي ۽ انهين زماني کان سيني کان سٺو ۽ اعلي درجي

SINDHI 12 POINT KRIPALANI

پائينت يعني اينچ جو ٧٢ هيون ڀاڱون ۽ جي ڪڏ هين ٻئي تريقه سان ڏشانس ۾ بيان ڪريون تہ ٩٩٦ جو ٨٢ هيون ڀاڱون يعني هڪ پائينت ٨٧٣٦

SINDHI 12 POINT KRIPALANI BOLD

نيون فيسو تيار ڪيون ويون آهن ۽ آينده بہ جيڪي تيار ڪيون ويندڙيون سي سڀ پائينٽ جي تريقه تي تيار

SINDHI 10 POINT GIDWANI

جيڪڏ هين ڪو بہ هئی ڳالهيون نہ سمجهي سگهی تہ سو اسانجی نمونی جی چاپيل لسٽ جی پهرين صفحہ ۾ انهن ڳالهين جو خلاصو چپيل آهی اُنهين کی پڙهی تہ سي ١٢٣۴٥٦

URDU 10 POINT RIYASAT

پائنٹ یعنی اِنچ کا ٧٢ واں حصا- اگر اِسے دوسرے طریقه پر دشانش میں بیان کردں تو ١٠٠٠ کا ١۴ واں حصه یعنی ایک پائنٹ هوا- اور اِیسے ١٢ پائینٹ کا ایک پائیکا هوتا هے- اگر کسی کی سمجه یہ باتین نہ آئین تو وه هماری نمونه کی چهپی هوئی ٣٥

Weight of each font is about 60 lbs and its multiple.

KANARESE TYPES

KANARESE 30 POINT PATWARDHAN

ಹ್ಯಾಗೆ ನಾವು ಮರಾಠಿ ಇಟಾಲಿಕ ಅಕ್ಷರಗಳನ್ನು ತೆಗೆಯುವರಲ್ಲಿ ಮೊದಲನೇಯವರಿದ್ದೇವೋ ಹಾಗೆ ಗುಜರಾಥಿ ಶಿಳ

KANARESE 14 POINT BASWESHWAR

ಟಾಯಿಪು ತಯಾರು ಮಾಡುವವರು ಸನ್ ೧೮೧೨ನೇ ಇಸವಿಯಲ್ಲಿ ಮಿ. ಫರದುನಜಿ ಮರ್ಝ ಬಾನ ಇವರು ಮೊದಲನೇಯವರಿದ್ದರು. ಗುಜರಾಥಿ ಟಾಯಿಪ ಫೌಂಡ ರಿಯವರು ಈವರೆಗೆ ಟಾಯಿಪುಗಳಲ್ಲಿ ಯಾವ ಯಾವ ಸುಧಾರಣೆ ಮಾಡುವ ಪ್ರಯತ್ನಗಳನ್ನು ಚಾಲೂ ಇಟ್ಟಿದ್ದಾ ರೋ ಅವುಗಳಲ್ಲಿ ಮರಾಠಿ ಮತ್ತು ಹಿಂದೀ ಟಾಯಿಪುಗಳಲ್ಲಿ ಸುಧಾರಣೆ ಮಾಡಿ ಛಾಪಖಾನೆಯವರಿಗೆ ಯಾವದೇ ತರದ ಅಡಚಣೆಯನ್ನು ಬೀಳದೆ ಹೆಚ್ಚು ಸುಲಭತನ ಬಂದೀತೆಂಬದೇ ಒಂದು ಮುಖ್ಯ ಉದ್ದೇಶವದೆ. ಮರಾಠಿ

KANARESE 12 POINT BASWESHWAR

ಛಾಪಿಸಿದ ಕೆಲಸವು ಚಂದ ಕಾಣುವದಿಲ್ಲಷ್ಟೇ ಅಲ್ಲದೇ ಛಾಪಿಸಿದ ಫಾರ್ಮನ್ನು ಕೇಸಿನಲ್ಲಿ ಬಿಡಿಸುವಾಗ ಕಂಪಾಝಿಟರರು ಡಿಗ್ರಿಯ ಸಲುವಾಗಿ ಸ್ವಲುಸಹ ಕಾಳಜಿ ತಕ್ಕೊಳ್ಳು ವದಿಲ್ಲ; ಇದರಿಂದ ಛಾಪಖಾನೆಯವರಿಗೆ ಬರೇ ಡಿಗ್ರಿಗಳೇ ತರಿಸುವ ಗರಜು ಬೀಳುತ್ತದೆ. ಟಾಯಿಪು ತಯಾರ ಮಾಡುವವರ ಮುಖ್ಯ ಕೆಲಸವೇನಂದರೆ, ಭವಿಷ್ಯ ಕಾಲದಲ್ಲಿ ಜನರಿಗೆ ಯಾವ ನಮೂನೆಯ ಅಕ್ಷರಗಳು ಪಸಂದು ಬೀಳುವವು ಇದರ ಅನುಮಾನ ಮಾಡಿ ಅದೇ ಜಾತಿಯ ಅಕ್ಷರಗಳನ್ನು ತಯಾರ ಮಾಡುವದೇ ಗಿರುವದು. ಇಂಗ್ಲಿಷ ಟಾಯಿಪುಗಳ ನಮೂನೆಯ ಪುಸ್ತಕ ನೋಡಿದರೆ ಅದರೊಳಗೆ ಬೇರೆ ಬೇರೆ ಜಾತಿಯ ಸಂಣ ದೊಡ್ಡ ಸಾವಿರಾರು ವಳಣಗಳ ಅಕ್ಷರಗಳು ದೃಷ್ಟಿಗೆ ಬೀಳುವವು, ಹಾಗೂ ಗುಜ ರಾಥಿ ಮತು ದೇವನಾಗರೀ ಅಕ್ಷರಗಳ ಟಾಯಿಪಿನ ನಮೂನೆಗಳು ದೊಡ್ಡ ಹಣೆಬಾರದಿಂದ ನೂರಕಿಂತ ಹೆಚ್ಚು ಕಾಣುವವು ಇದರ

Other Faces are under preparation.

Weight of each font is about 60 lbs and its multiple.

GURUMUKHI TYPES

GURUMUKHI 20 POINT GOVINDSINGH

ਗੁਜਰਾਤੀ ਟਾਇਪ ਫੌਂਡਰੀ ਬੰਬਈ ਨੇ ਹੁਣੇ ਹੀ ਨਵੀਂ ਤਰਾਂ ਦੇ ਗੁਰਮੁਖੀ ਟਾਇਪ ਤਿਆਰ ਕੀਤੇ ਹਨ। ਪੰਜਾਬ ਦੇ ਛਾਪੇਖਾਨਿਆਂ ਵਾਲੇ ਬੰਬਈ ਦੀ ਨਵੀਂ ਕਿਸਮ ਦੇ ਟਾਇਪ ਢਾਲਨ ਵਾਲੀ ਫੌਂਡਰੀ ਦੇ ਇਸ ਨਵੇਂ ਜਾਰੀ ਕੀਤੇ ਕੰਮ ਨੂੰ ਜੀਉ ਆਇਆਂ ਕਹਿਣਗੇ, ਜੇਹੜੀ ਕਿ ਅਗੇ ਸਖ਼ਤ ਧਾਤ ਦੇ ਟਾਇਪ ਬਨਾਣ ਦੇ ਕਾਰਨ ਸਾਰੇ ਰਿੰਦੁਸਤਾਨ ਵਿਚ ਨਾਂ ਖਟ ਚੁਕੀ ਹੈ। ਨਵਾਂ ਤਿਆਰ ਕੀਤਾ ੨੦ ਪੁਆਇੰਟ ਪਲੇਨ

GURUMUKHI ITALIC 20 POINT RANJITSINGH

(ਰੋਮਨ) ਅਤੇ ਅਟੈਲਿਕ ਅਤੇ ੧੦ ਧੁਆਇੰਟ ਟੈਕਸਟ ਬੁਕ ਵਾਸਤੇ ਟਾਇਪ ਦੀ ਦੁਨੀਆਂ ਵਿਚ ਇਕ ਨਵੀਂ ਤੇ ਅਨੋਖੀ ਕਾਢ ਹੈ। ਇਹਨਾਂ ਦੇ ਡੀਜ਼ਾਇਨ ਬਿਲਕੁਲ ਨਵੇਂ ਅਤੇ ਜਗਤ ਪ੍ਰਸਿਧ ਕਾਰੀਗਰ ਨੇ ਤਿਆਰ ਕੀਤੇ ਹਨ। ਇਹ ਟਾਇਪ ਉਪਰ ਲਗਾਨ ਵਾਲੀਆਂ ਡਿ ਗਰੀਆਂ ਤੇ ਲਗਾਂ ਮਾਤ੍ਰਾਂ ਦੀ ਰਖਵਾਲੀ ਲਈ ਤਿਆਰ ਕੀਤੇ ਗਏ ਹਨ। ਇਹ ਪਲੇਨਾ

GURUMUKHI 10 Pt. GULABSINGH

ਕਰਨ ਨਾਲ ਜਾਂ ਛਾਪਨ ਲਗਿਆਂ ਨਾਂ ਟੁਟਣਗੇ ਤੇ ਨਾਂ ਹੀ ਵਿਥ ਦੇਣਗੇ। ਸਾਨੂੰ ਆਸ ਹੈ ਕਿ ਪੰਜਾਬ ਦੇ ਪ੍ਰੈਸਾਂ ਵਾਲੇ ਗੁਜਰਾਤੀ ਟਾਇਪ ਫੌਂਡਰੀ ਬੰਬਈ ਦੇ ਟਾਇਪ ਪਸੰਦ ਕਰਣਗੇ ਤੇ ਓਸੇ ਤਰ੍ਹਾਂ ਹੀ ਸਰਪ੍ਰਸਤੀ ਕਰਣਗੇ ਜੀਕਰ ਅਗੇ ਅੰਗ੍ਰੇਜ਼ੀ ਅਤੇ ਦੇਵਨਾਗਰੀ ਦੇ ਪ੍ਰਸਿਧ ਟਾਇਪਾਂ ਦੀ ਹੁਣ ਤੀਕਰ ਕਰ

GURUMUKHI 10 Pt. LAJPATRAI

ਰਹੇ ਹਨ। ਇਹਨਾਂ ਗੁਰਮੁਖੀ ਟਾਇਪਾਂ ਨੂੰ ਵਧੇਰਾ ਚੰਗਾ ਬਨਾਣ ਲਈ ਜੇ ਕਿਸੇ ਪ੍ਰੈਸ ਵਾਲੇ ਜਾਂ ਕਿਸੇ ਹੋਰ ਸਜਨ ਵਲੋਂ ਕੋਈ ਅਮੋਲਕ ਰਾਇ ਮਿਲੇਗੀ ਤਾਂ ਗੁਜਰਾਤੀ ਟਾਇਪ ਫੌਂਡਰੀ ਬੜੀ ਖੁਸ਼ੀ ਨਾਲ ਪ੍ਰਵਾਨ ਕਰੇਗੀ॥ ੧੧੨੨੩੩੪੪੫੫੬੬੭੭੮੯

ਗੁਜਰਾਤੀ ਟਾਇਪ ਫੌਂਡਰੀ-ਬੰਬਈ ੪

Weight of each font is about 60 lbs and its multiple.

For Prices see separate Price List

ATTENTION IS INVITED TO CAREFULLY STUDY THE FOLLOWING PAGES FOR TYPOGRAPHIC DISPLAY

DECORATORS
BORDERS
ORNAMENTS
NICETIES

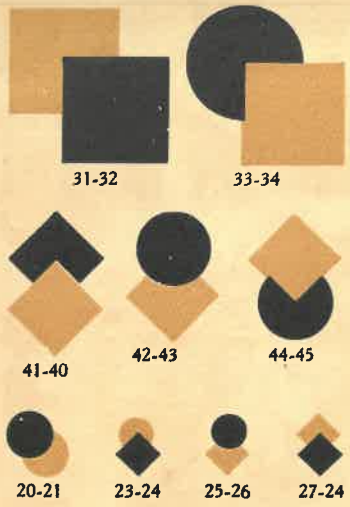
COMPLETE FONTS OF ABOVE, IN FULL LENGTHS, GROUPS, SETS ETC., WILL BE AVAILABLE WHERE SO MENTIONED IN THIS SPECIMEN BOOK

WHERE NO PRICE IS GIVEN REFER SEPARATE PRICE LIST

GUJARATI TYPE FOUNDRY
CREATORS IN TYPOGRAPHIC FASHIONS
GAIWADI-GIRGAON
BOMBAY 4

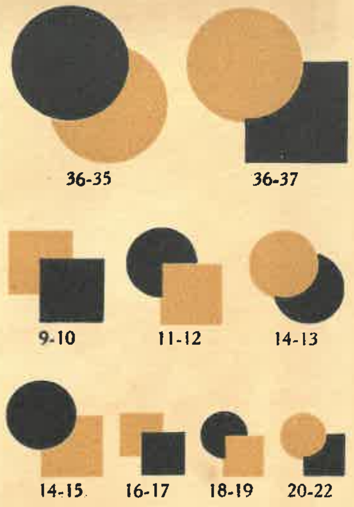
Set in Gandhi Series &

JAWAHAR DECORATORS SET No. 1

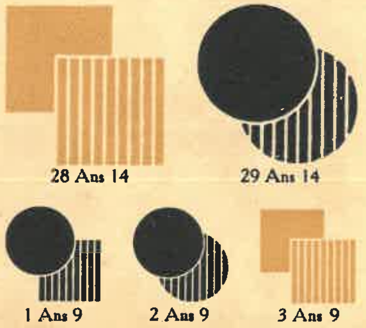

31-32
33-34
41-40
42-43
44-45
20-21
23-24
25-26
27-24

Set of 25 two-colour Pieces

Piece No.	Per piece Re.	Per piece as.	Pieces in set
31-32	1	12	1
33-34	1	12	1
36-35	1	12	1
36-37	1	12	1
40-41	1	10	1
42-43	1	6	1
44-45	1	6	1
9-10	1	2	1
11-12	1	2	1
14-13	1	2	1
14-15	1	2	1
16-17	0	12	2
18-19	0	12	2
20-21	0	12	2
20-22	0	12	2
23-24	0	12	2
25-26	0	12	2
27-24	0	12	2

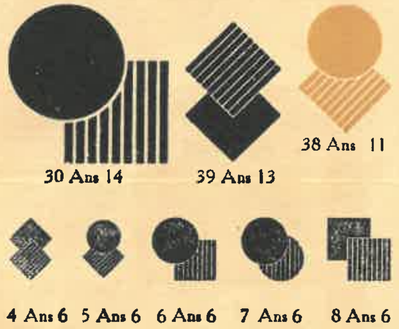

36-35
36-37
9-10
11-12
14-13
14-15
16-17
18-19
20-22

JAWAHAR DECORATORS SET No. 2


28 Ans 14
29 Ans 14
1 Ans 9
2 Ans 9
3 Ans 9

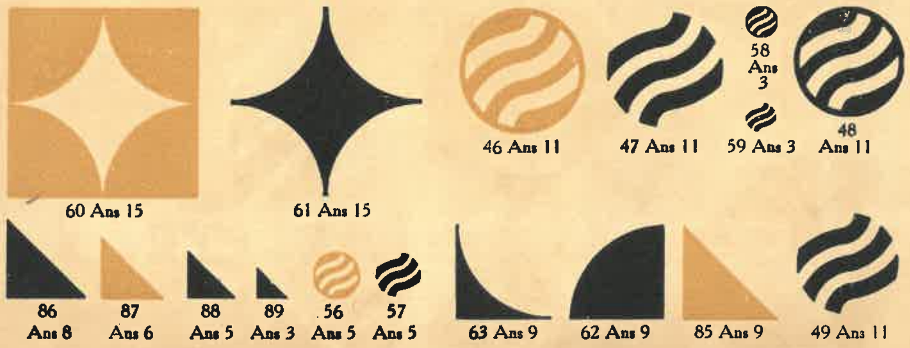
Set of 49 Pieces

Piece No.	Pieces in Set
1	4
2	4
3	4
4	5
5	5
6	5
7	5
8	5
28	2
29	2
30	2
38	3
39	3

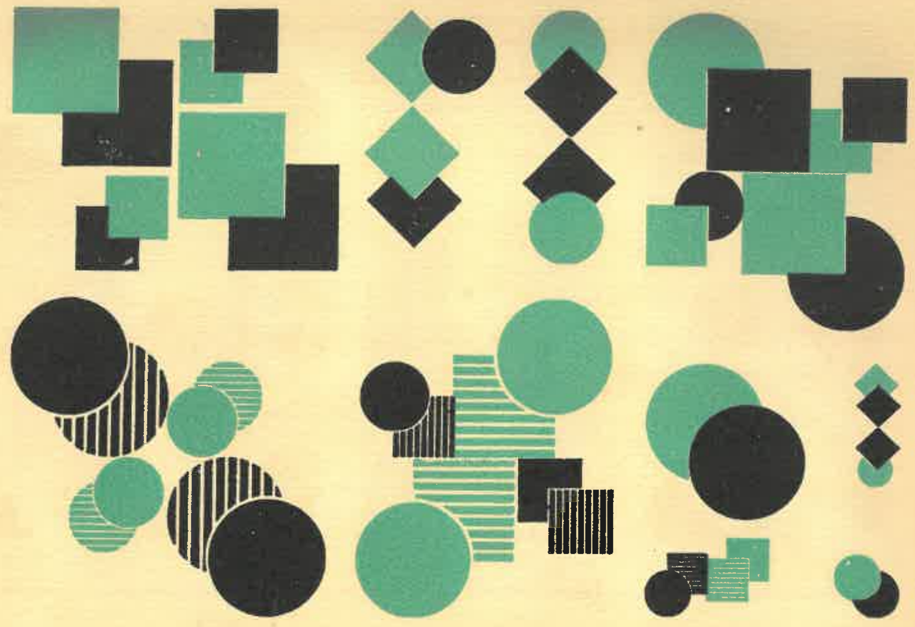

30 Ans 14
39 Ans 13
38 Ans 11
4 Ans 6
5 Ans 6
6 Ans 6
7 Ans 6
8 Ans 6

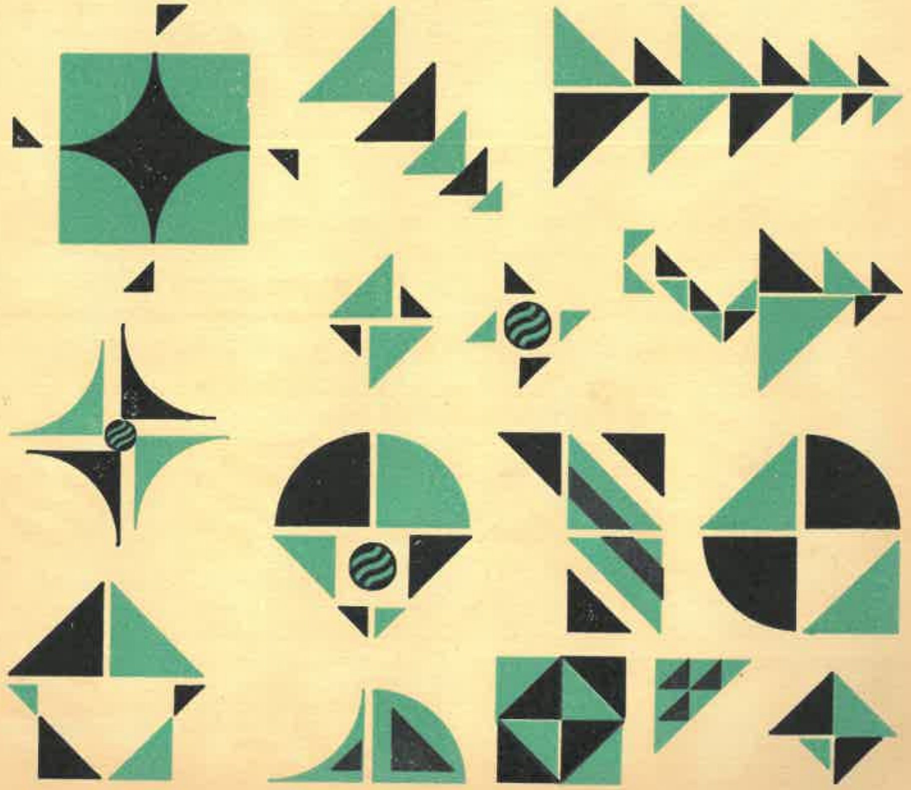
JAWAHAR DECORATORS SET No. 3

Pieces in Set : One each of 46, 47, 48, 49, 60, 61; Two each of 56, 57, 58, 59; Four of 86; Eight each of 62, 63, 85, 87, 88, 89. Sixtysix pieces in all.


60 Ans 15
61 Ans 15
46 Ans 11
47 Ans 11
58 Ans 3
59 Ans 3
48 Ans 11
86 Ans 8
87 Ans 6
88 Ans 5
89 Ans 3
56 Ans 5
57 Ans 5
63 Ans 9
62 Ans 9
85 Ans 9
49 Ans 11

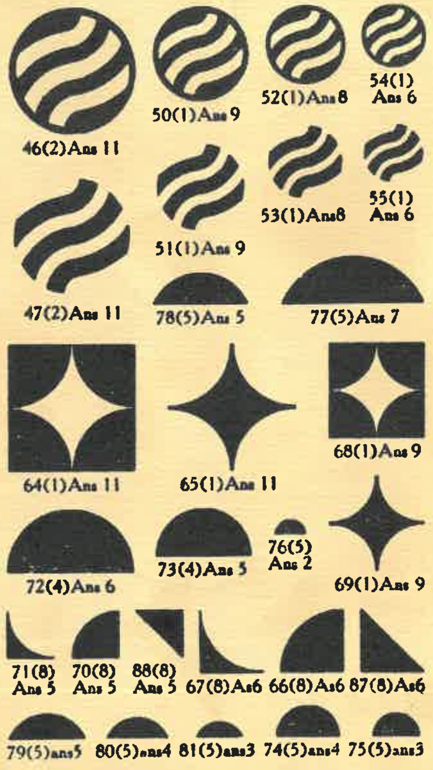
For Set Prices see separate Price List

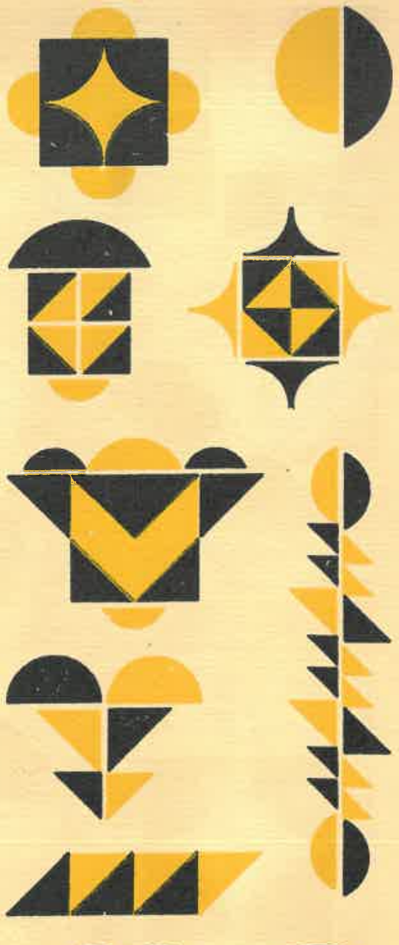


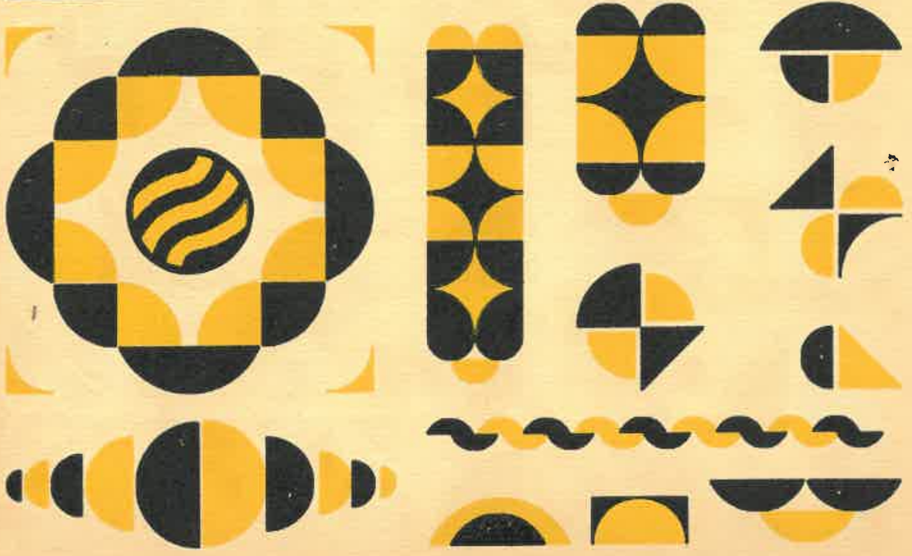


JAWAHAR DECORATORS
SET No. 4

Set of 110 Pieces

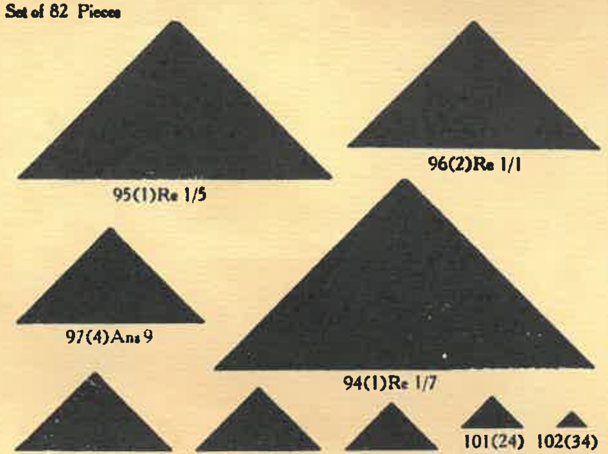

46(2)Ans 11
50(1)Ans 9
52(1)Ans 8
54(1)
Ans 6
51(1)Ans 9
53(1)Ans8
55(1)
Ans 6
47(2)Ans 11
78(5)Ans 5
77(5)Ans 7
64(1)Ans 11
65(1)Ans 11
68(1)Ans 9
72(4)Ans 6
73(4)Ans 5
76(5)
Ans 2
69(1)Ans 9
71(8)
Ans 5
70(8)
Ans 5
88(8)
Ans 5
67(8)As6
66(8)As6
87(8)As6
79(5)ans5
80(5)ans4
81(5)ans3
74(5)ans4
75(5)ans3

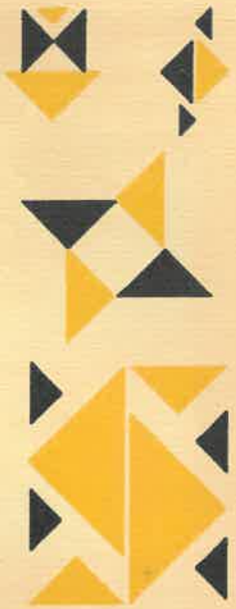


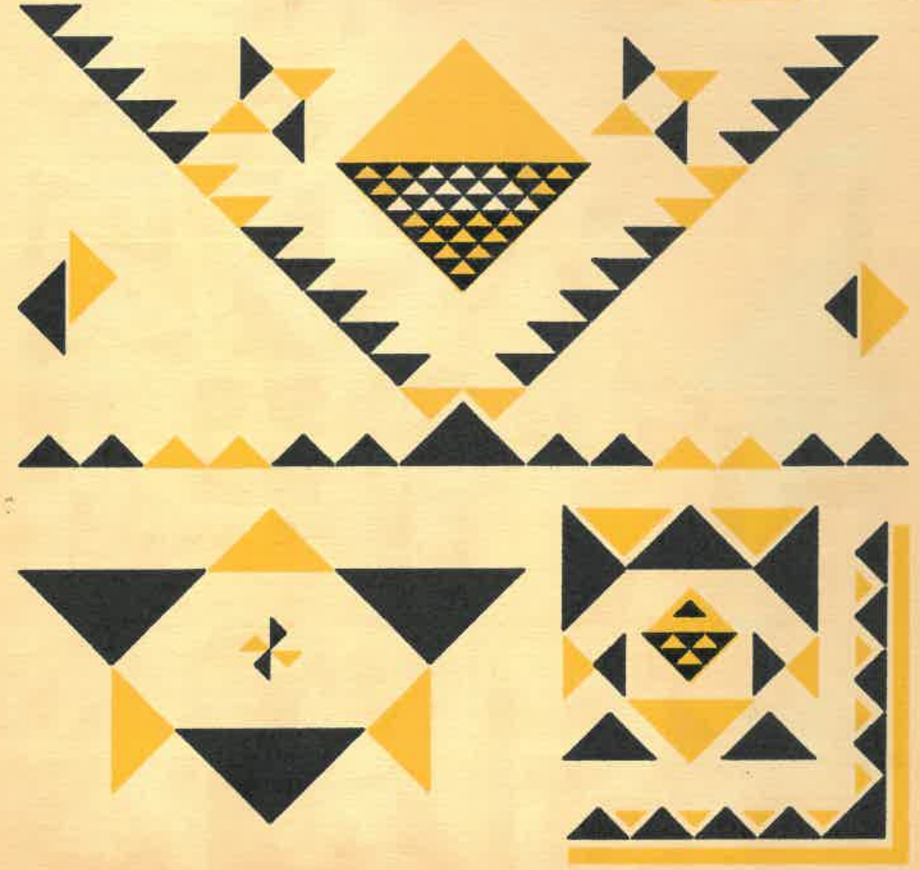


JAWAHAR DECORATORS SET No. 5

Set of 82 Pieces

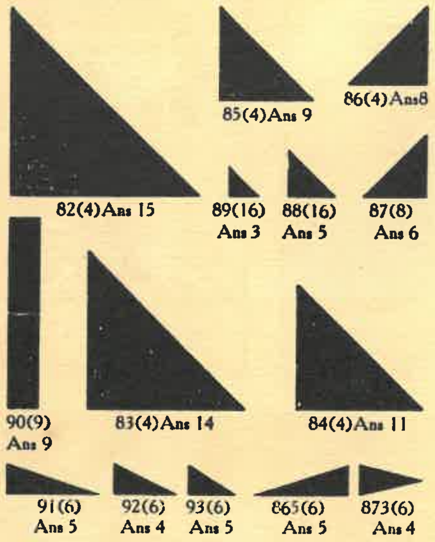

95(1)Re 1/5
96(2)Re 1/1
97(4)Ans 9
94(1)Re 1/7
98(4)Ans 8
99(4)Ans 6
100(8)Ans 5
101(24)
Ans 4
102(34)
Ans 2



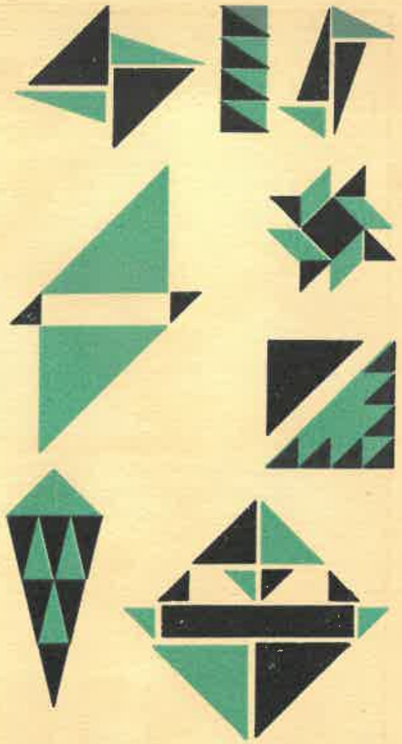


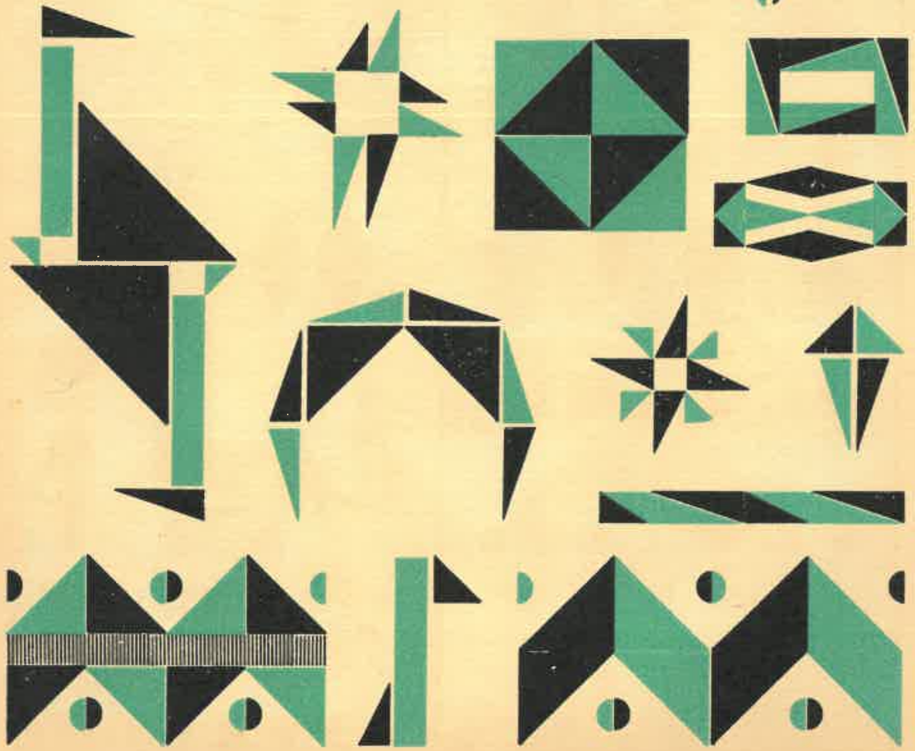
JAWAHAR DECORATORS SET No. 6

Set of 99 Pieces



85(4)Ans 9
86(4)Ans8
82(4)Ans 15
89(16) Ans 3
88(16) Ans 5
87(8) Ans 6
90(9) Ans 9
83(4)Ans 14
84(4)Ans 11
91(6) Ans 5
92(6) Ans 4
93(6) Ans 5
865(6) Ans 5
873(6) Ans 4

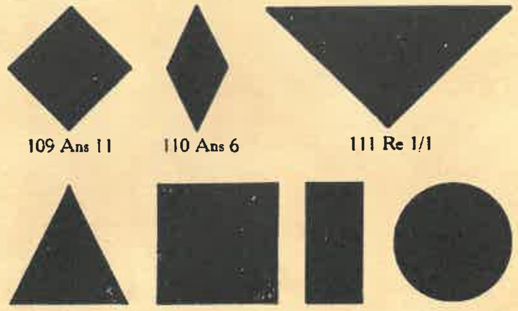




For Set Prices see separate Price List

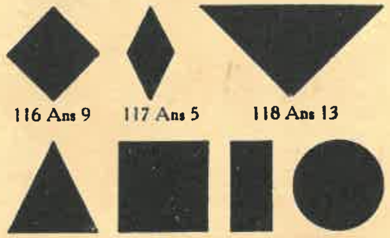
CUBIST DECORATORS

48 Point Set No. 19 Set of 2 Pieces each



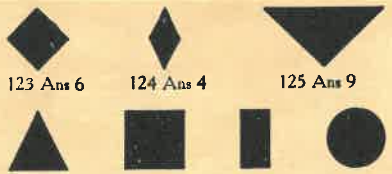
109 Ans 11
110 Ans 6
111 Re 1/1
112 Ans 11
113 Ans 11
114 Ans 6
115 Ans 11

36 Point Set No. 20 Set of 3 Pieces each



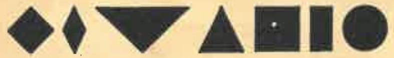
116 Ans 9
117 Ans 5
118 Ans 13
119 Ans 9
120 Ans 9
121 Ans 5
122 Ans 9

24 Point Set No. 21 Set of 8 Pieces each



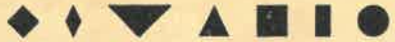
123 Ans 6
124 Ans 4
125 Ans 9
126 Ans 6
127 Ans 6
128 Ans 4
129 Ans 6

18 Point Set No. 22 Set of 12 Pieces each



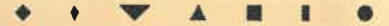
130 Ans 5
131 Ans 3
132 Ans 7
133 Ans 5
134 Ans 5
135 Ans 3
136 Ans 5

12 Point Set No. 23 Set of 24 Pieces each

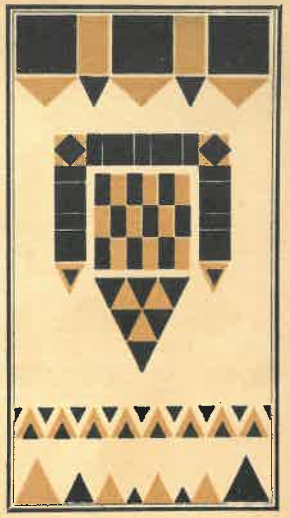


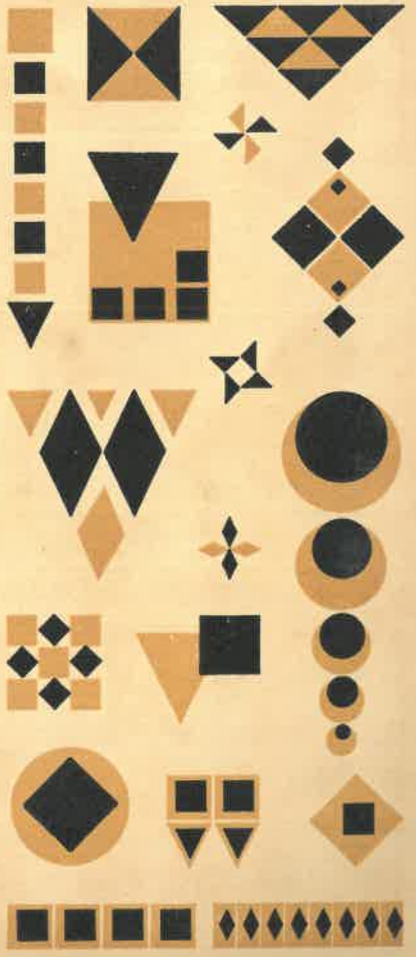
137 ans 3
138 ans 2
139 ans 4
140 ans 3
141 ans 3
142 ans 2
143 ans 3

6 Point Set No. 24 Set of 60 Pieces each

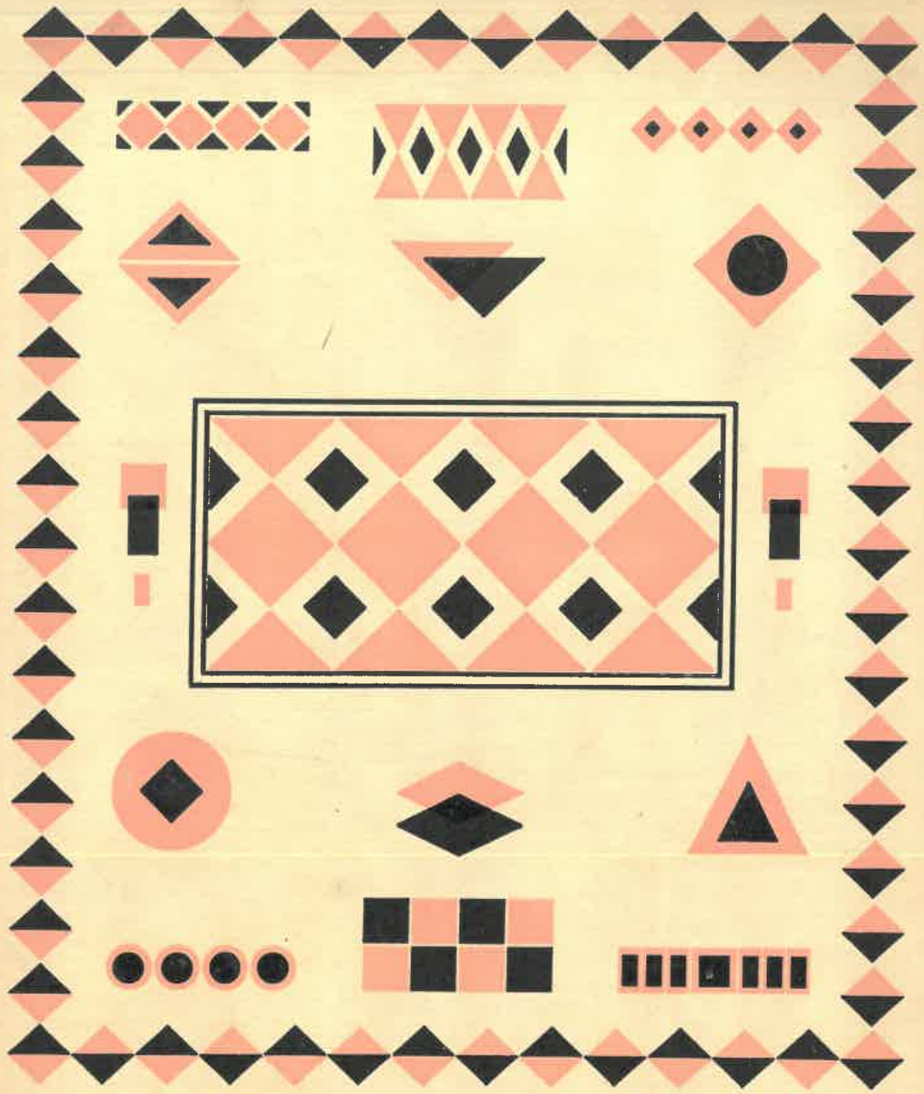


144 ans 2
145 an 1
146 ans 3
147 ans 2
148 ans 2
149 an 1
150 ans 2

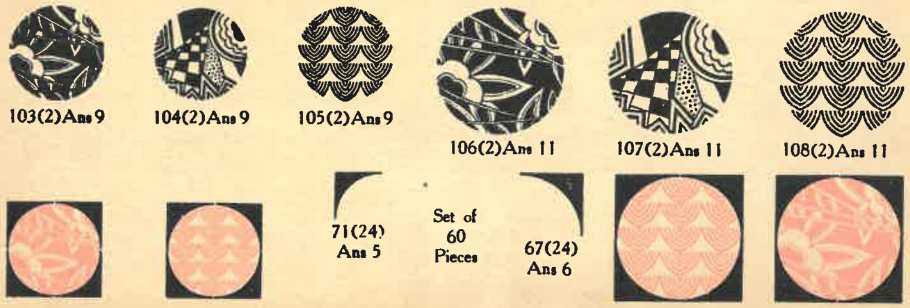




For Set Prices see separate Price List



JAWAHAR DECORATORS SET No. 12



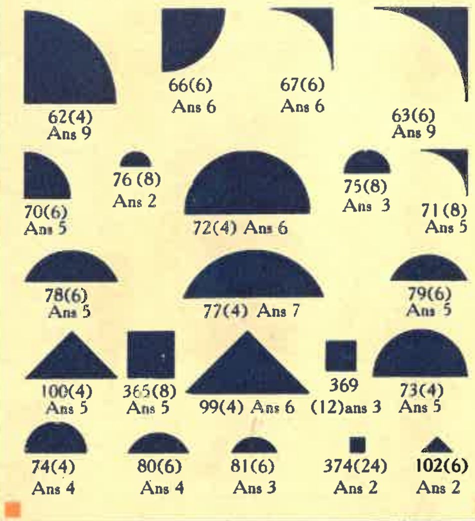
103(2) Ans 9
104(2) Ans 9
105(2) Ans 9
106(2) Ans 11
107(2) Ans 11
108(2) Ans 11
71(24) Ans 5
Set of 60 Pieces
67(24) Ans 6

For Set Prices see separate Price List

JAWAHAR DECORATORS SET No. 11

Set of 134 Pieces

For Set Price see separate Price List



62(4) Ans 9
66(6) Ans 6
67(6) Ans 6
63(6) Ans 9
70(6) Ans 5
76 (8) Ans 2
72(4) Ans 6
75(8) Ans 3
71 (8) Ans 5
78(6) Ans 5
77(4) Ans 7
79(6) Ans 5
100(4) Ans 5
365(8) Ans 5
99(4) Ans 6
369 (12) ans 3
73(4) Ans 5
74(4) Ans 4
80(6) Ans 4
81(6) Ans 3
374(24) Ans 2
102(6) Ans 2

CORNER ROUNDING MACHINE

EMBODIES GREATEST ACCURACY of WORKMANSHIP. IT DOES ROUND CORNERING OF BOOKS, CARDS, FILES, LEAFLETS Etc.

LEAD AND RULE CUTTER

THE dominant idea in designing and manufacturing these cutters has always been to produce tools that will enable the user to match foundry cut material with utmost accuracy, speed and convenience. Buy the best to-day from

GUJARATI TYPE FOUNDRY - BOMBAY 4

CUTTING

MACHINES

FROM 20 TO 32 INCHES

FIT FOR HIGH CLASS WORK.

FOR HAND OR HAND & POWER DRIVE.

WITH TWO WELL-GROUND KNIVES.

FAVOURABLE PRICES.

GUJARATI TYPE FOUNDRY

Girgaon - BOMBAY

DECORATE YOUR PRINTING WITH THESE NICETIES

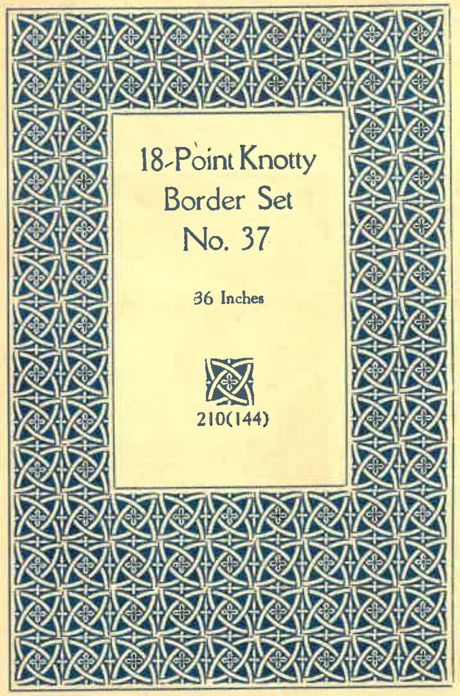
NEHRU PRINTING Co.

POSTERS AND LABELS DESIGNING

COLOUR PRINTING A SPECIALITY

GIRGAON BOMBAY

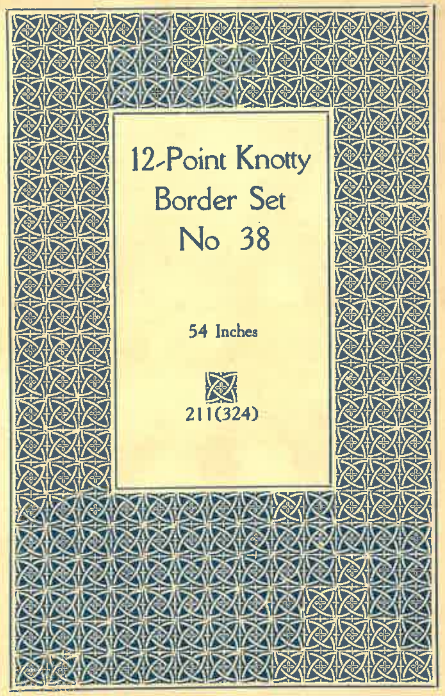
KNOTTY AND ARTISTS' BORDERS



18-Point Knotty
Border Set
No. 37

36 Inches

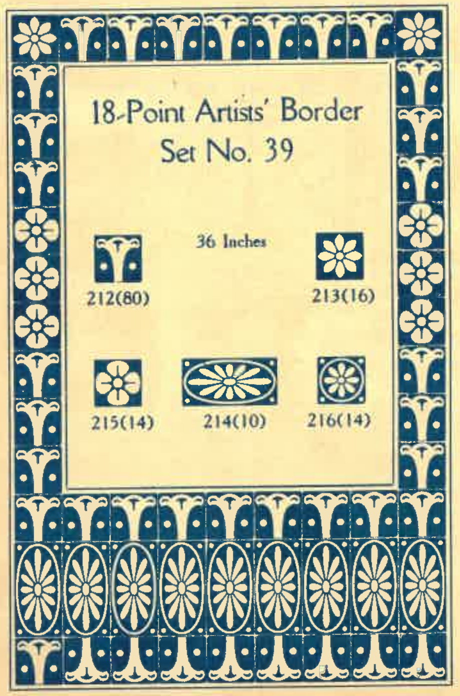
210(144)



12-Point Knotty
Border Set
No 38

54 Inches

211(324)

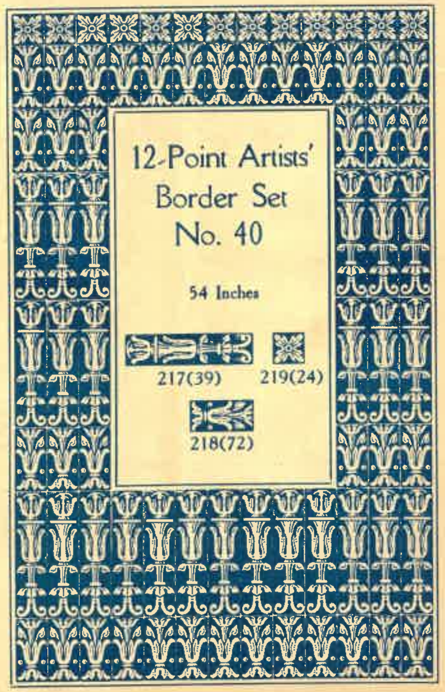


18-Point Artists' Border
Set No. 39

36 Inches

212(80) 213(16)

215(14) 214(10) 216(14)



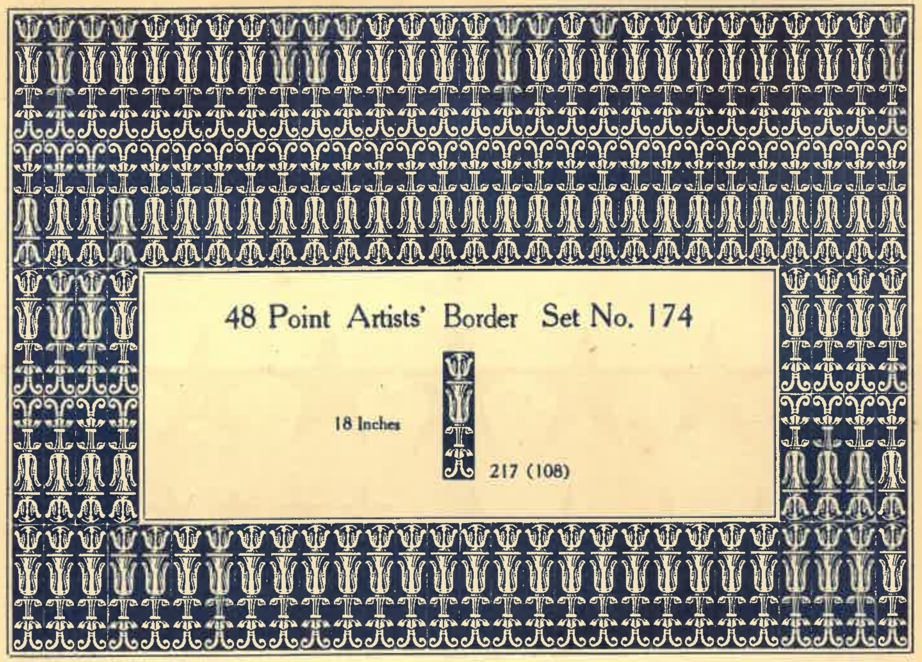
12-Point Artists'
Border Set
No. 40

54 Inches

217(39) 219(24)

218(72)

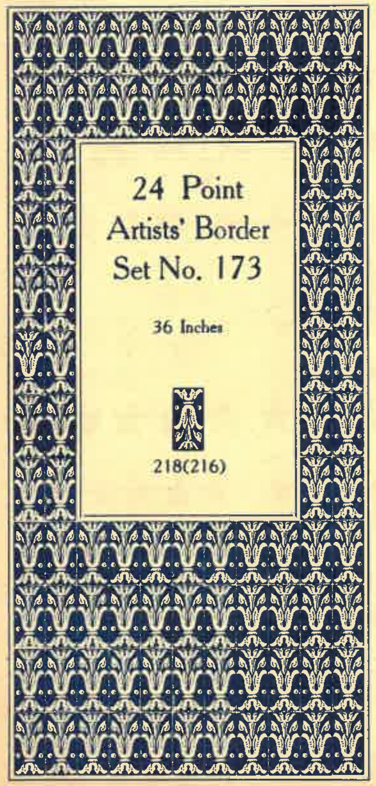
For Set Prices see separate Price List



48 Point Artists' Border Set No. 174

18 Inches

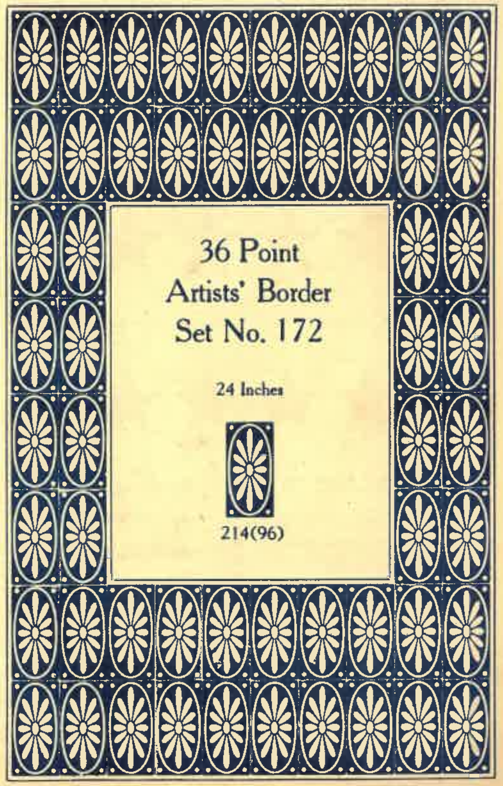
217 (108)



24 Point
Artists' Border
Set No. 173

36 Inches

218(216)



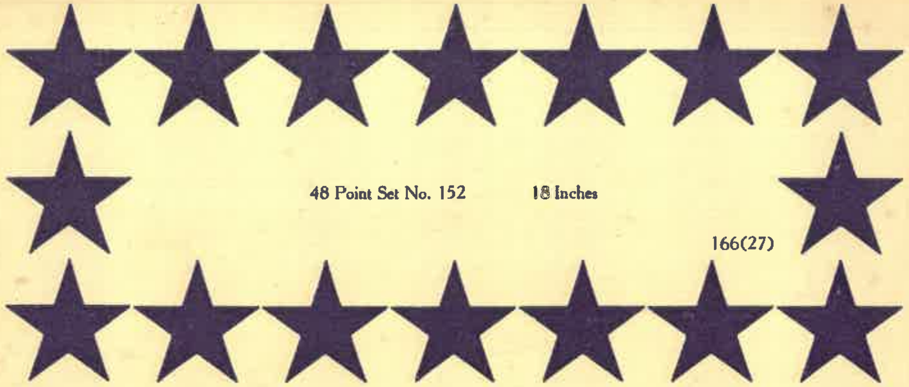
36 Point
Artists' Border
Set No. 172

24 Inches

214(96)

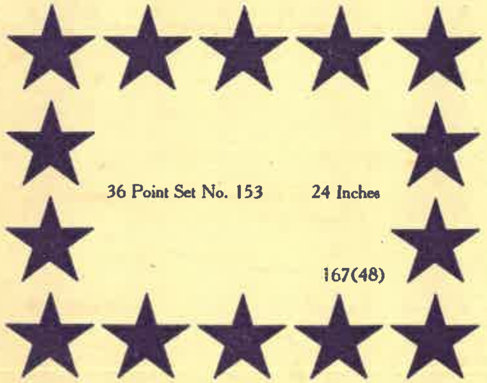
For Set Prices see separate Price List

STAR BORDERS BLACK



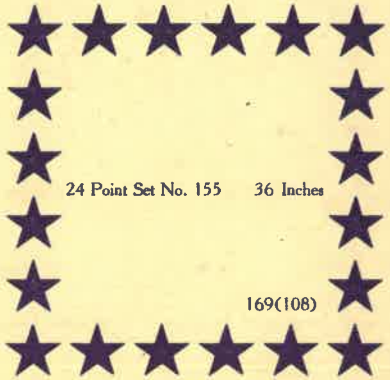
48 Point Set No. 152 18 Inches

166(27)



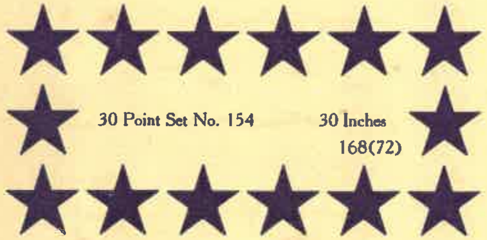
36 Point Set No. 153 24 Inches

167(48)



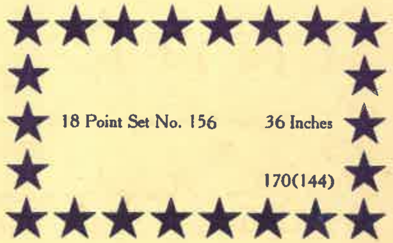
24 Point Set No. 155 36 Inches

169(108)



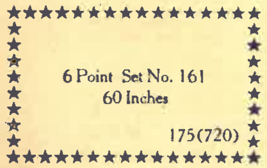
30 Point Set No. 154 30 Inches

168(72)



18 Point Set No. 156 36 Inches

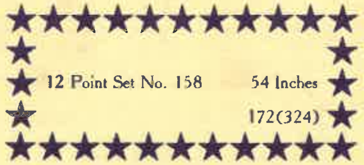
170(144)



6 Point Set No. 161

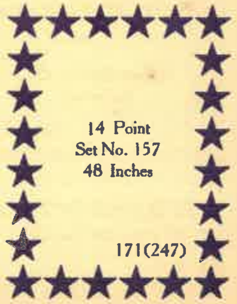
60 Inches

175(720)



12 Point Set No. 158 54 Inches

172(324)

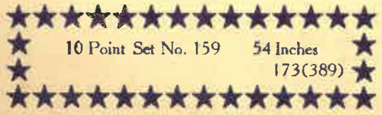


14 Point

Set No. 157

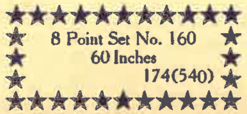
48 Inches

171(247)



10 Point Set No. 159 54 Inches

173(389)

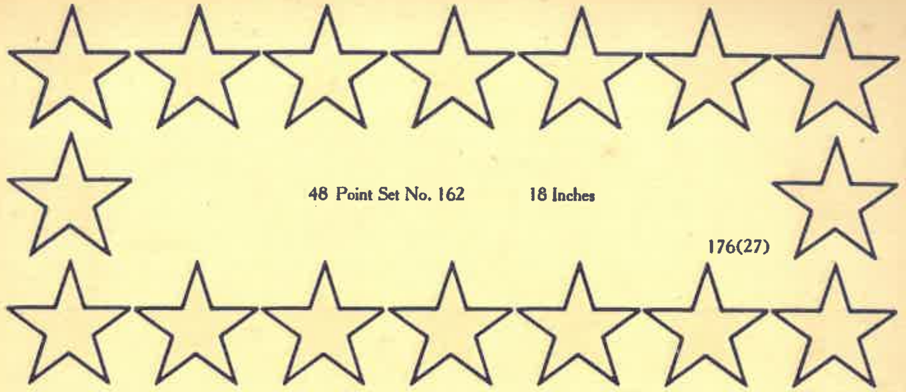


8 Point Set No. 160

60 Inches

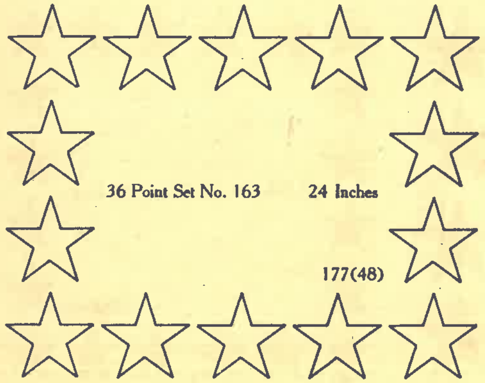
174(540)

STAR BORDERS OUTLINE



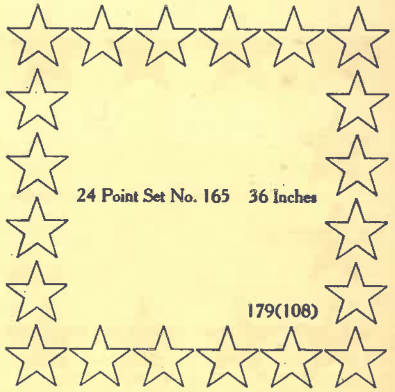
48 Point Set No. 162 18 Inches

176(27)



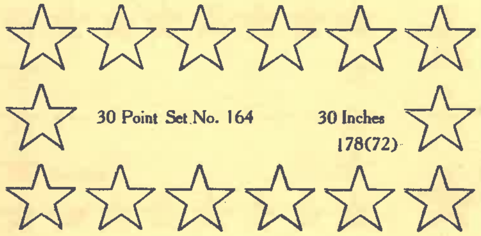
36 Point Set No. 163 24 Inches

177(48)



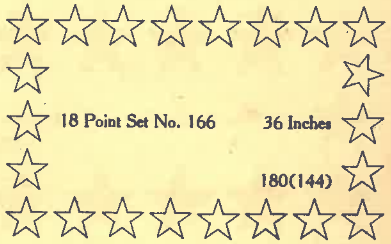
24 Point Set No. 165 36 Inches

179(108)



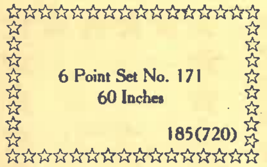
30 Point Set No. 164 30 Inches

178(72)



18 Point Set No. 166 36 Inches

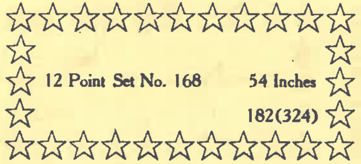
180(144)



6 Point Set No. 171

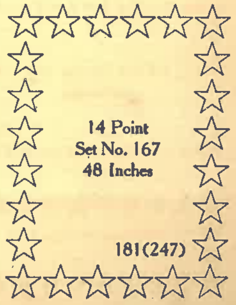
60 Inches

185(720)



12 Point Set No. 168 54 Inches

182(324)

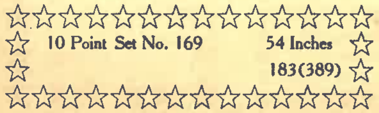


14 Point

Set No. 167

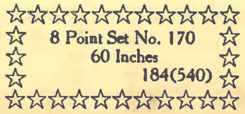
48 Inches

181(247)



10 Point Set No. 169 54 Inches

183(389)



8 Point Set No. 170

60 Inches

184(540)

STAR BORDERS & DECORATORS

24 Point Star Border White Set No. 27

36 Inches

163(108)

18 Point Star Border
White Set No. 28
36 Inches

164(144)

STAR DECORATORS
WHITE SET No. 26

Set of 32 Pieces each

163 Ans 6 165 Ans 3 164 Ans 5

12 Point Star Border
White Set No. 29
54 Inches

165(324)

STAR DECORATORS
BLACK SET No. 30

Set of 8 Pieces each

★ 166 Ans 11
★ 167 Ans 9
★ 168 Ans 8
★ 169 Ans 6
★ 175 Ans 2
★ 174 Ans 2
★ 173 Ans 2
★ 172 Ans 3
★ 171 Ans 3
★ 170 Ans 5

STAR DECORATORS
OUTLINE SET No. 31

Set of 8 Pieces each

☆ 176 Ans 11
☆ 177 Ans 9
☆ 178 Ans 8
☆ 179 Ans 6
☆ 185 Ans 2
☆ 184 Ans 2
☆ 183 Ans 2
☆ 182 Ans 3
☆ 181 Ans 3
☆ 180 Ans 5

SCREEN AND SUMITRA BORDERS

18 Point
Screen Border
Set No. 60

36 Inches

295(128) 296(16)

12 Point
Screen Border
Set No. 61

54 Inches

297(308) 298(16)

24 Point
Sumitra Border
Set No. 7

36 Inches

241(54) 350(54)

18 Point
Sumitra Borders
Set No. 8

36 Inches

247(72)

365(72)

6 Point Sumitra Border
Set No. 10

60 Inches

259(240) 374(240)

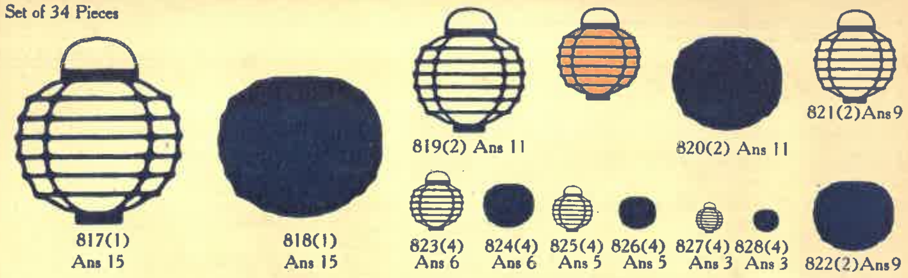
12 Point Sumitra
Border Set No. 9

54 Inches

253(162) 369(162)

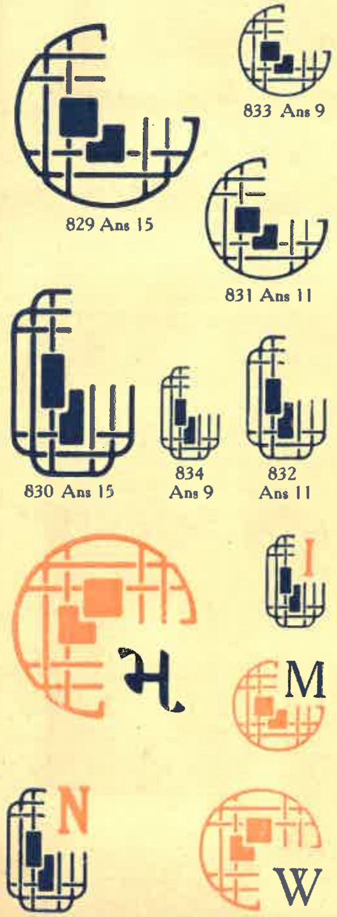
RUPAM LANTERNS FOR TWO COLOURS SET No. 145

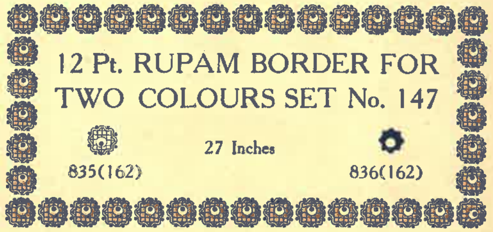
Set of 34 Pieces


817(1) Ans 15
818(1) Ans 15
819(2) Ans 11
820(2) Ans 11
821(2)Ans9
823(4) Ans 6
824(4) Ans 6
825(4) Ans 5
826(4) Ans 5
827(4) Ans 3
828(4) Ans 3
822(2)Ans9

RUPAM INSETS SET No. 146

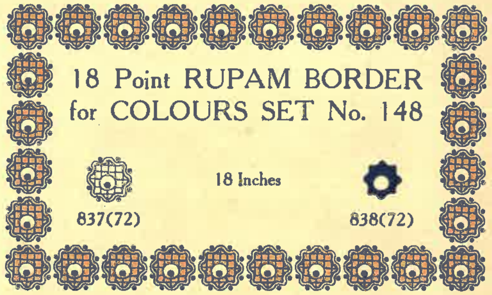
Set of 2 Pieces each


833 Ans 9
829 Ans 15
831 Ans 11
830 Ans 15
834 Ans 9
832 Ans 11
I
મ
M
N
W



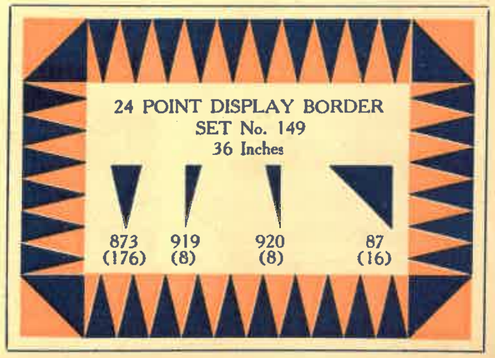
12 Pt. RUPAM BORDER FOR TWO COLOURS SET No. 147

835(162)
27 Inches
836(162)



18 Point RUPAM BORDER for COLOURS SET No. 148

837(72)
18 Inches
838(72)



24 POINT DISPLAY BORDER SET No. 149

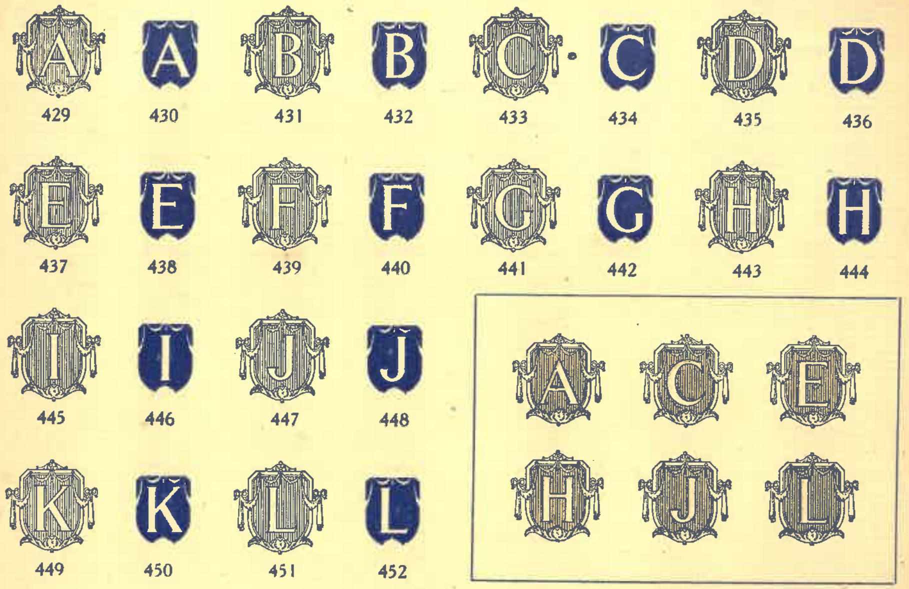
36 Inches

873 (176)
919 (8)
920 (8)
87 (16)

36 Point FANCY INITIALS FOR TWO COLOURS SET No. 110

Set of 24 Letters

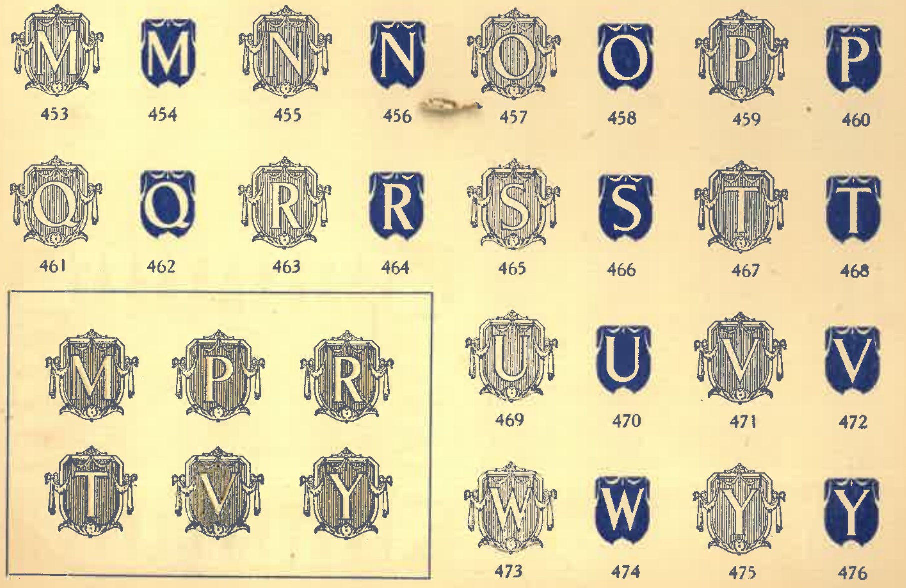
Single Letter Ans 9 each


A 429
A 430
B 431
B 432
C 433
C 434
D 435
D 436
E 437
E 438
F 439
F 440
G 441
G 442
H 443
H 444
I 445
I 446
J 447
J 448
K 449
K 450
L 451
L 452
A C E
H J L

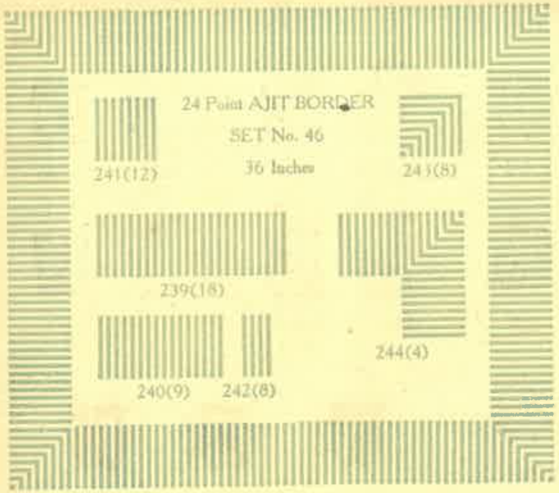
36 Point FANCY INITIALS FOR TWO COLOURS SET No. 111

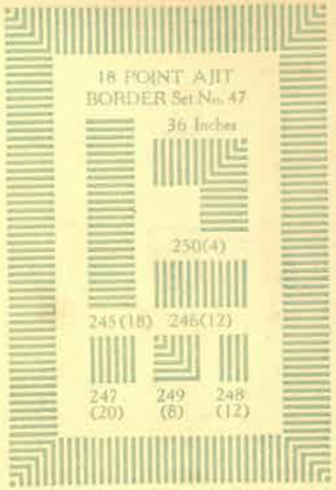
Set of 24 Letters

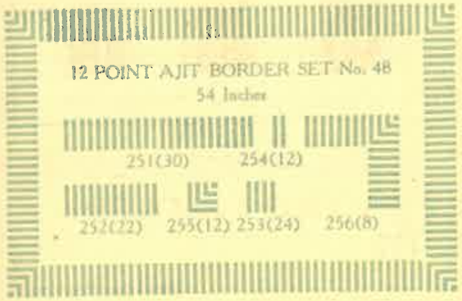
Single Letter Ans 9 each

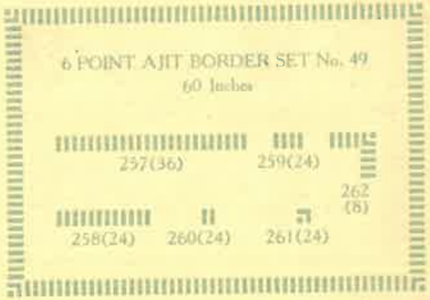

M 453
M 454
N 455
N 456
O 457
O 458
P 459
P 460
Q 461
Q 462
R 463
R 464
S 465
S 466
T 467
T 468
M P R
T V Y
U 469
U 470
V 471
V 472
W 473
W 474
Y 475
Y 476

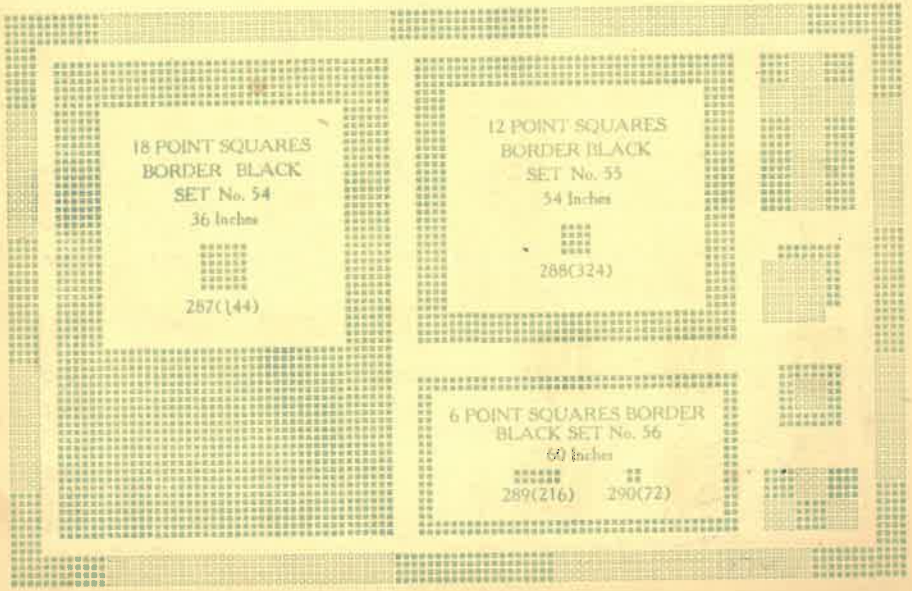
AJIT AND SQUARES BORDERS


24 Point AJIT BORDER
SET No. 46
36 Inches
241(12)
243(8)
239(18)
244(4)
240(9)
242(8)


18 POINT AJIT
BORDER Set No. 47
36 Inches
250(4)
245(18)
246(12)
247 (20)
249 (8)
248 (12)


12 POINT AJIT BORDER SET No. 48
54 Inches
251(30)
254(12)
252(22)
255(12)
253(24)
256(8)

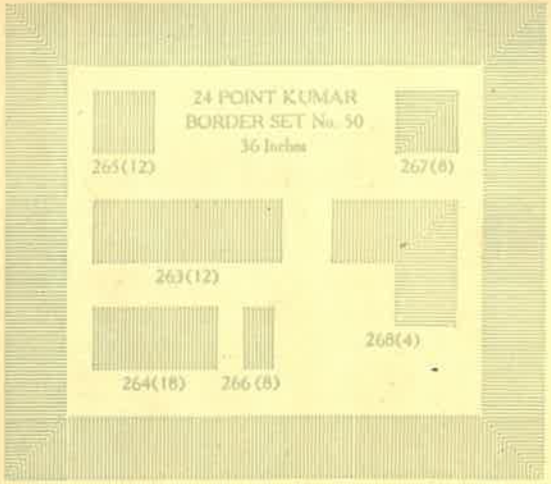

6 POINT AJIT BORDER SET No. 49
60 Inches
257(36)
259(24)
262 (8)
258(24)
260(24)
261(24)

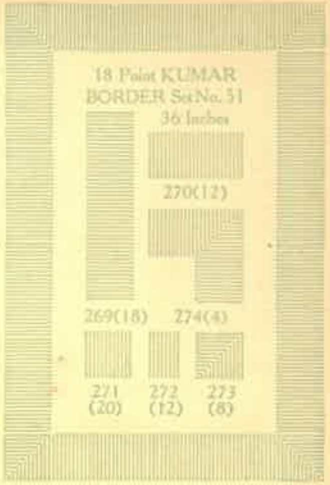

18 POINT SQUARES
BORDER BLACK
SET No. 54
36 Inches
287(144)

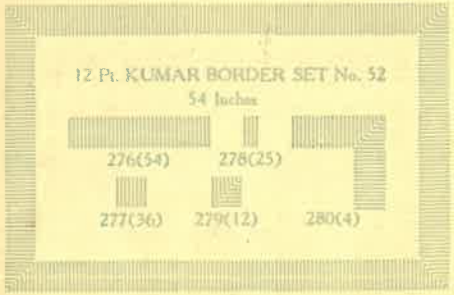
12 POINT SQUARES
BORDER BLACK
SET No. 55
54 Inches
288(324)

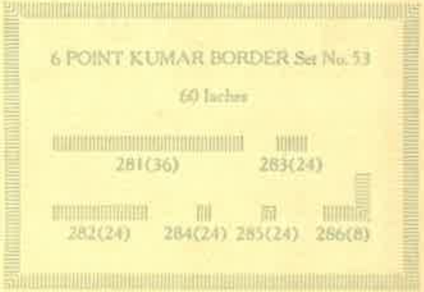
6 POINT SQUARES BORDER
BLACK SET No. 56
60 Inches
289(216)
290(72)

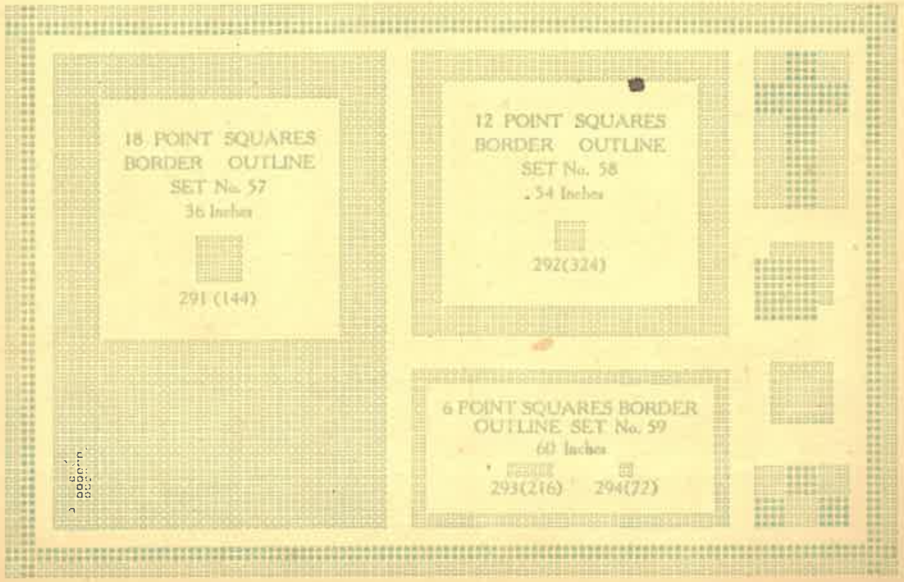
KUMAR AND SQUARES BORDERS


24 POINT KUMAR
BORDER SET No. 50
36 Inches
265(12)
267(8)
263(12)
268(4)
264(18)
266 (8)


18 Point KUMAR
BORDER Set No. 51
36 Inches
270(12)
269(18)
274(4)
271 (20)
272 (12)
273 (8)


12 Pt. KUMAR BORDER SET No. 52
54 Inches
276(54)
278(25)
277(36)
279(12)
280(4)


6 POINT KUMAR BORDER Set No. 53
60 Inches
281(36)
283(24)
282(24)
284(24)
285(24)
286(8)

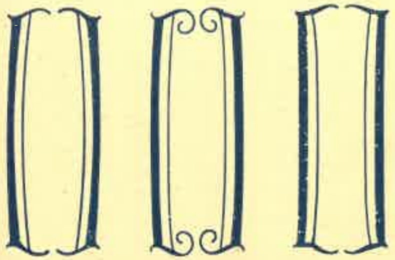

18 POINT SQUARES
BORDER OUTLINE
SET No. 57
36 Inches
291 (144)

12 POINT SQUARES
BORDER OUTLINE
SET No. 58
54 Inches
292(324)

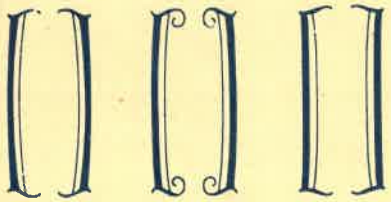
6 POINT SQUARES BORDER
OUTLINE SET No. 59
60 Inches
293(216)
294(72)

MOGUL BRACKETS
SET No. 33

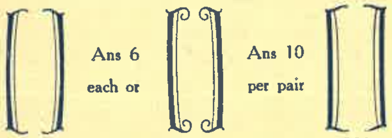
Set of 2 Pieces each



Ans 11 each or Re 1/4 per pair



Ans 9 each or Re 1 per pair

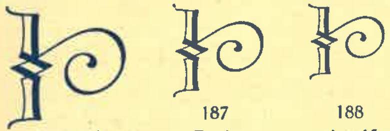


Ans 6 each or Ans 10 per pair

GULSHAN BRACKETS
SET No. 32

Set of 6 Pieces each

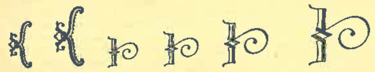
Price per pair



186 Re 1/4

187 Re 1

188 Ans 15



194 Ans 5

193 Ans 7

192 Ans 5

191 Ans 5

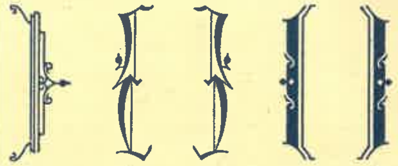
190 Ans 9

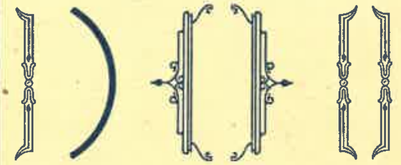
189 Ans 11

60 POINT
ROSHAN BRACKETS
SET No. 134

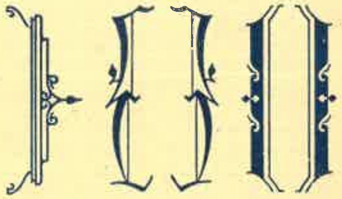
Set of 2 Pieces each

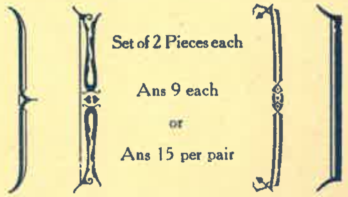
Ans 8 each or Ans 14 per pair





72 POINT ROSHAN BRACKETS
SET No. 133



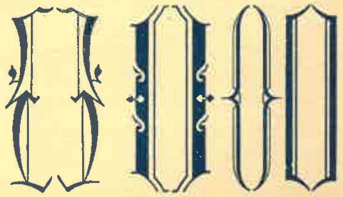


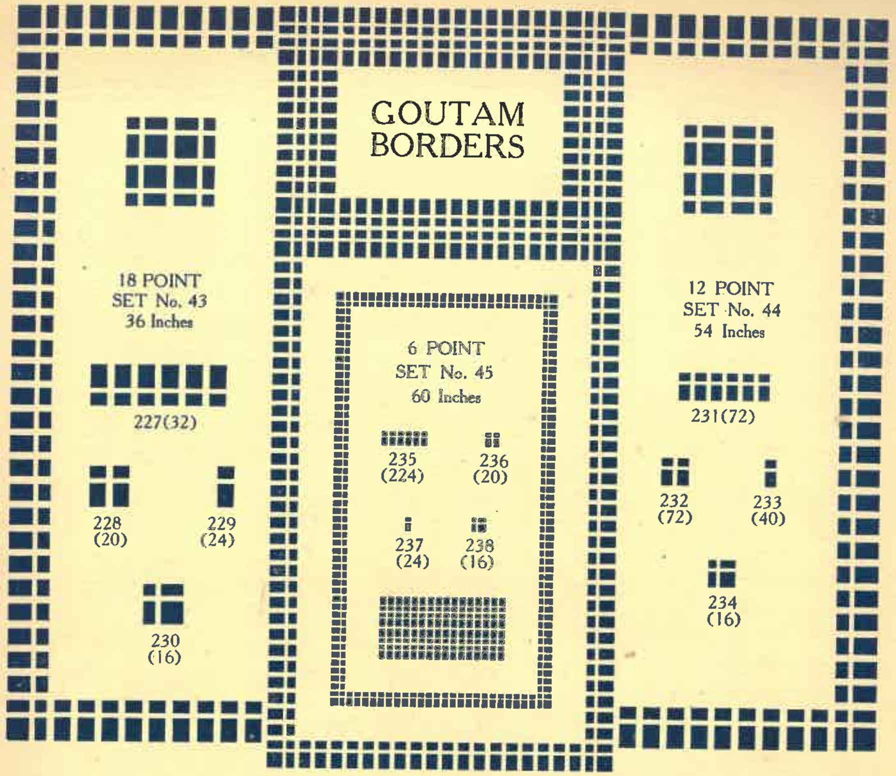
Set of 2 Pieces each

Ans 9 each

or

Ans 15 per pair





GOUTAM BORDERS

18 POINT
SET No. 43
36 Inches

227(32)

228 (20)

229 (24)

230 (16)

6 POINT
SET No. 45
60 Inches

235 (224)

236 (20)

237 (24)

238 (16)

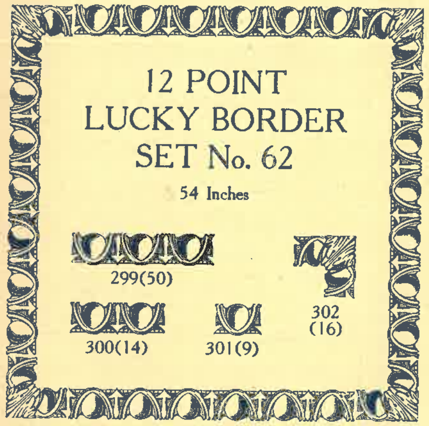
12 POINT
SET No. 44
54 Inches

231(72)

232 (72)

233 (40)

234 (16)



12 POINT LUCKY BORDER
SET No. 62

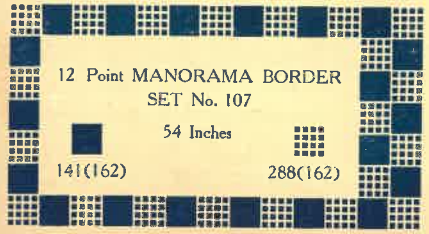
54 Inches

299(50)

300(14)

301(9)

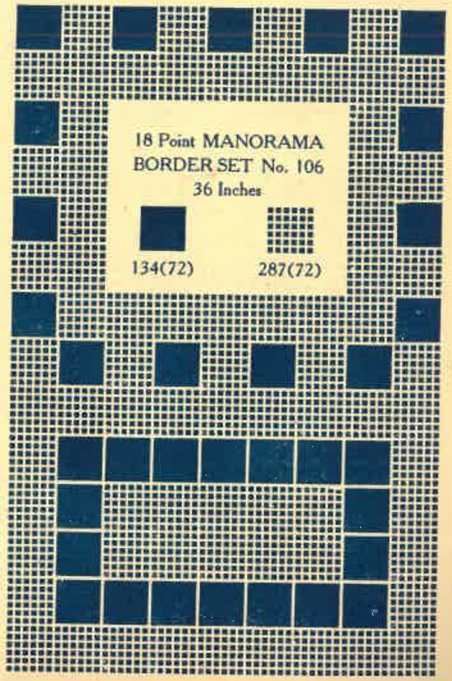
302 (16)



12 Point MANORAMA BORDER
SET No. 107
54 Inches

141(162)

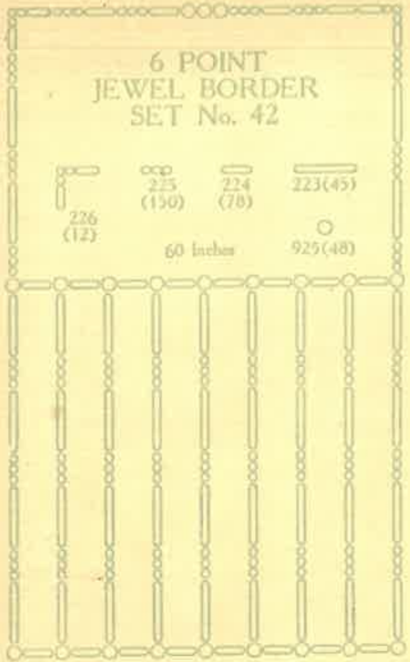
288(162)



18 Point MANORAMA
BORDER SET No. 106
36 Inches

134(72)

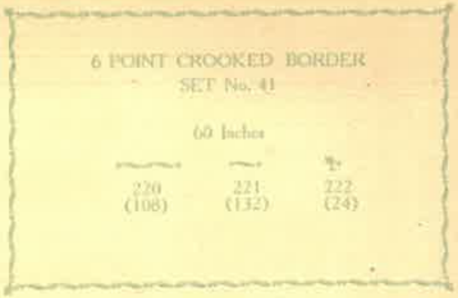
287(72)



6 POINT JEWEL BORDER SET No. 42

226 (12)
225 (150)
224 (78)
223(45)
925(48)

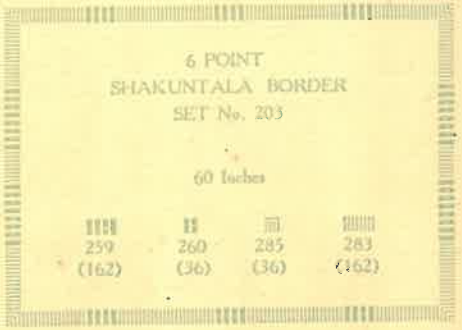
60 Inches



6 POINT CROOKED BORDER SET No. 41

60 Inches

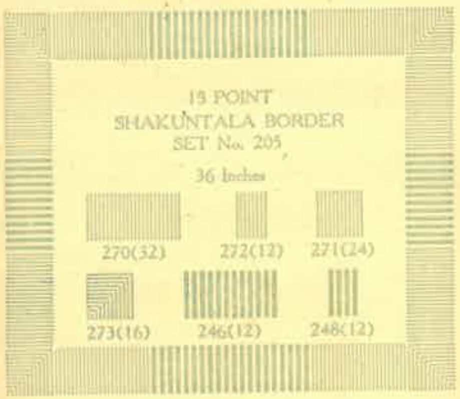
220 (108)
221 (132)
222 (24)



6 POINT SHAKUNTALA BORDER SET No. 203

60 Inches

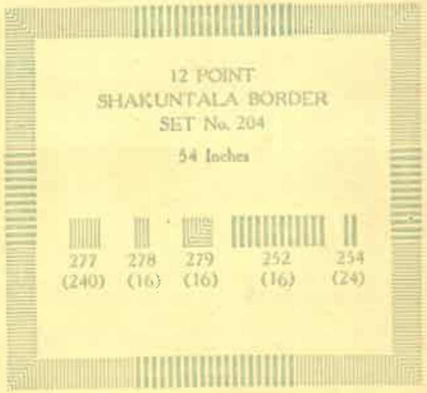
259 (162)
260 (36)
285 (36)
283 (162)



18 POINT SHAKUNTALA BORDER SET No. 205

36 Inches

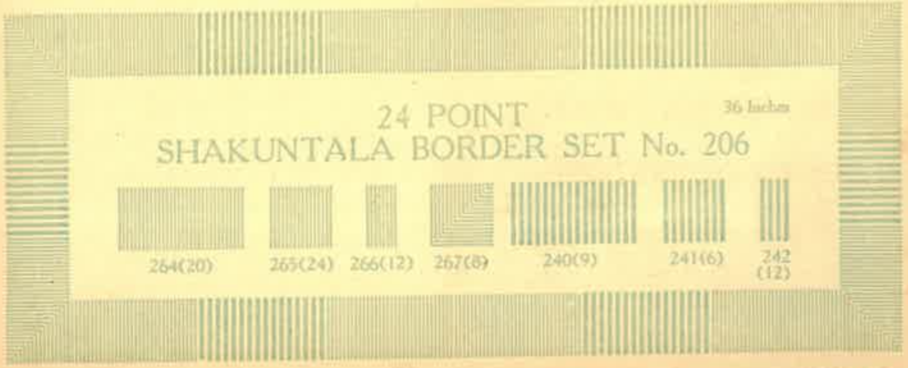
270(32)
272(12)
271(24)
273(16)
246(12)
248(12)



12 POINT SHAKUNTALA BORDER SET No. 204

54 Inches

277 (240)
278 (16)
279 (16)
252 (16)
254 (24)

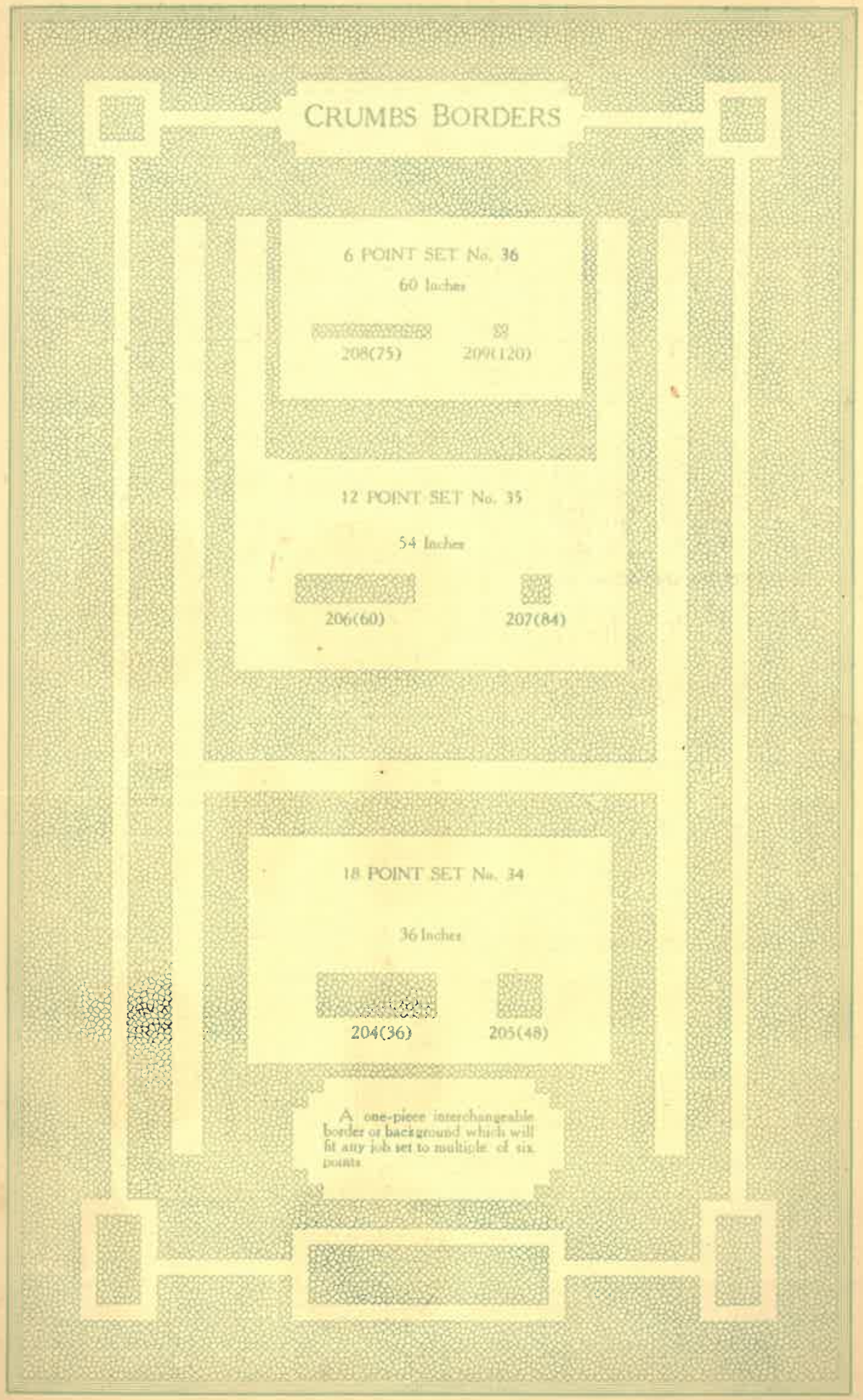


24 POINT SHAKUNTALA BORDER SET No. 206

36 Inches

264(20)
265(24)
266(12)
267(8)
240(9)
241(6)
242 (12)

CRUMBS BORDERS



6 POINT SET No. 36

60 Inches

208(75)
209(120)

12 POINT SET No. 35

54 Inches

206(60)
207(84)

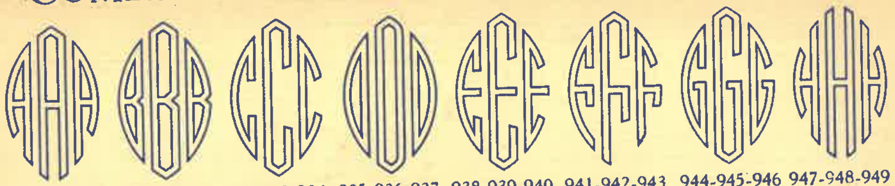
18 POINT SET No. 34

36 Inches

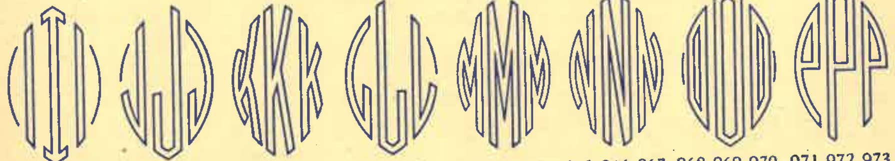
204(36)
205(48)

A one-piece interchangeable border or background which will fit any job set to multiple of six points

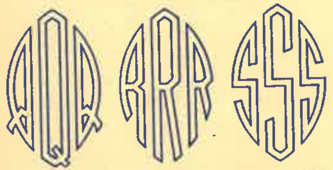
COMBINATION MONOGRAMS SET NO. 150



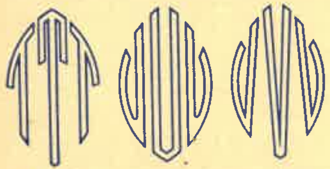
926-927-928 929-930-931 932-933-934 935-936-937 938-939-940 941-942-943 944-945-946 947-948-949



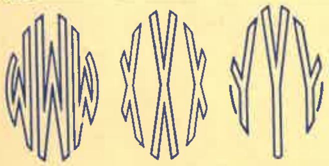
950-951-952 953-954-955 956-957-958 959-960-961 962-963-964 965-966-967 968-969-970 971-972-973



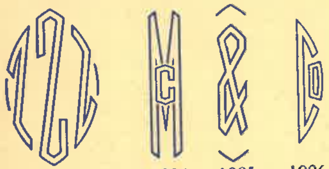
974-975-976 977-978-979 980-981-982



983-984-985 986-987-988 989-990-991



992-993-994 995.996.997 998.999.1000



1001-1002-1003 1004 1005 1006

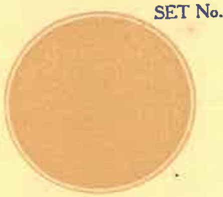
PRICE

A Complete Font of 81 Letters Rs
A Group of any 3 Letters . . . Re 1
Additional Letter. . . . . Ans 6

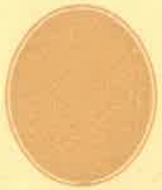
GUJARATI TYPE FOUNDRY
Gaiwadi - Girgaon
BOMBAY 4

MONOGRAM TINT BLOCKS

SET No. 151

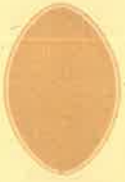


1007

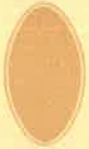


1008

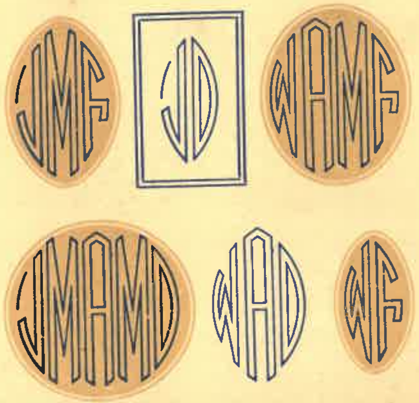
PRICE
Per Set of Four
Rs
Also sold in Pieces
1007 Ans 12
1008 Ans 12
1009 Ans 10
1010 Ans 8



1009



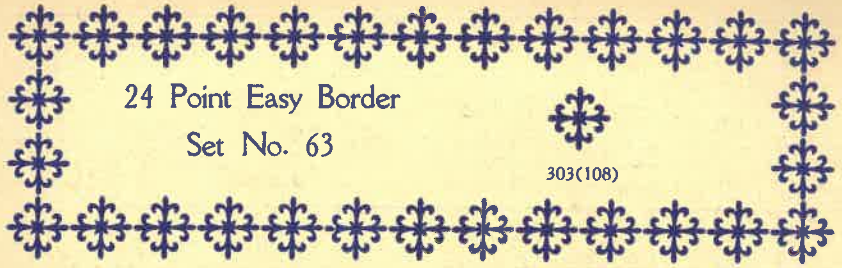
1010



---

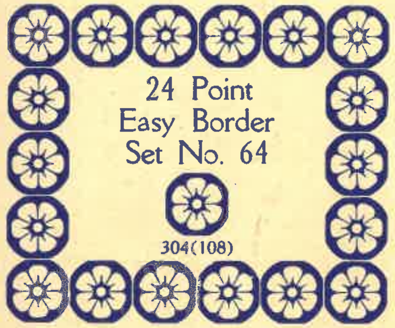
36 Inches

24 POINT EASY BORDERS



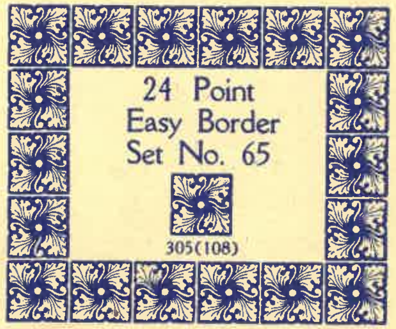
24 Point Easy Border
Set No. 63

303(108)



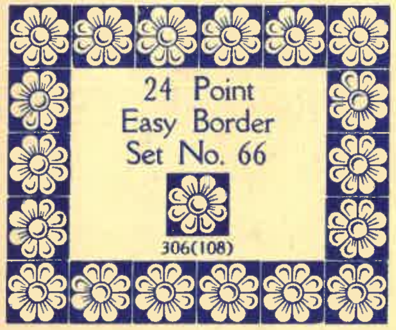
24 Point
Easy Border
Set No. 64

304(108)



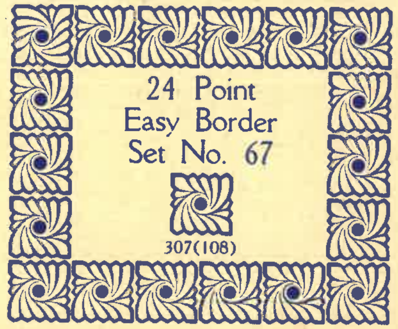
24 Point
Easy Border
Set No. 65

305(108)



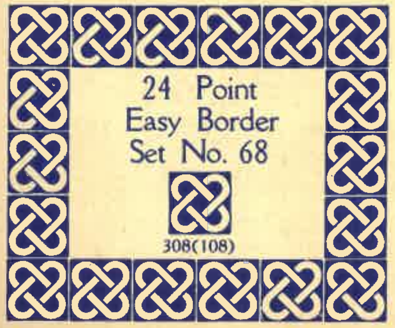
24 Point
Easy Border
Set No. 66

306(108)



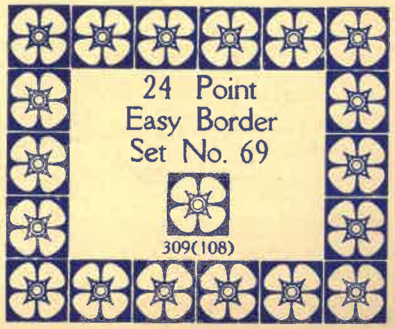
24 Point
Easy Border
Set No. 67

307(108)



24 Point
Easy Border
Set No. 68

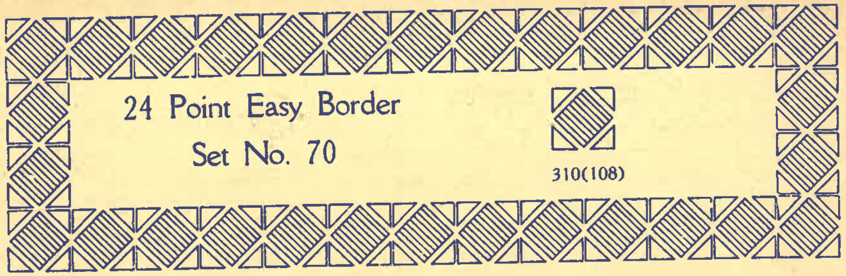
308(108)



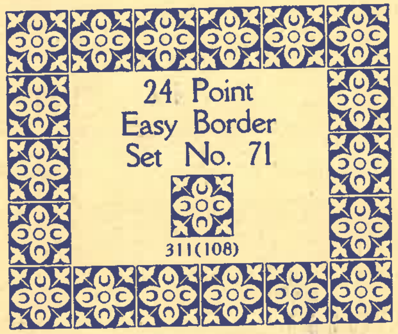
24 Point
Easy Border
Set No. 69

309(108)

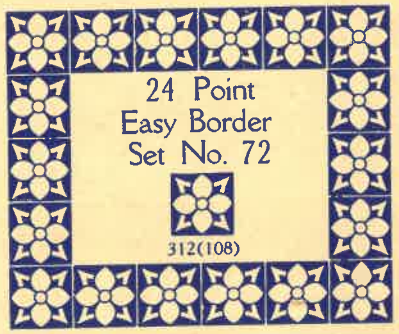
24 POINT EASY BORDERS


24 Point Easy Border Set No. 70

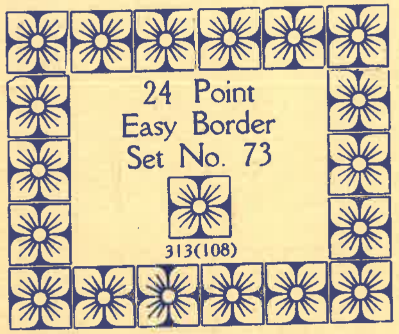
310(108)


24 Point Easy Border Set No. 71

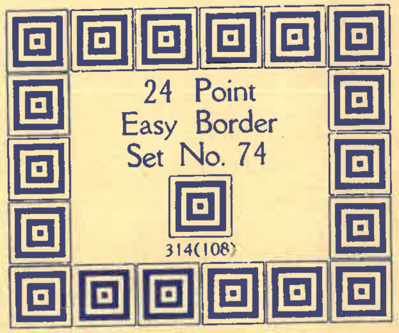
311(108)


24 Point Easy Border Set No. 72

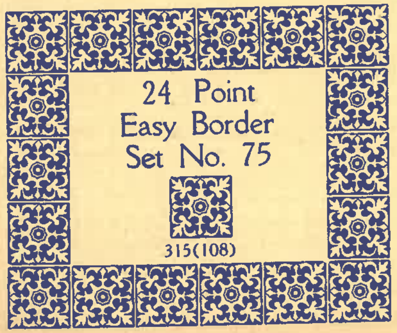
312(108)


24 Point Easy Border Set No. 73

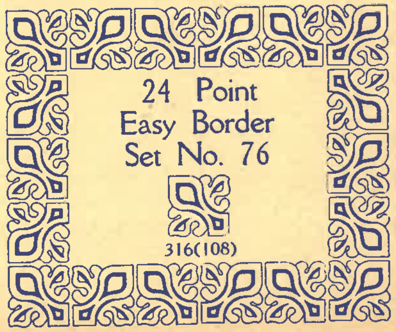
313(108)


24 Point Easy Border Set No. 74

314(108)


24 Point Easy Border Set No. 75

315(108)

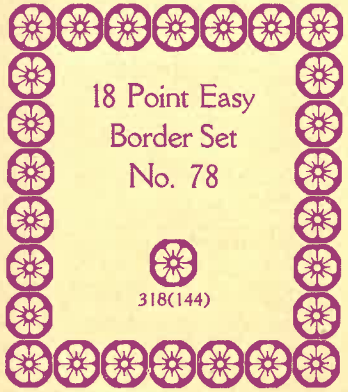

24 Point Easy Border Set No. 76

316(108)

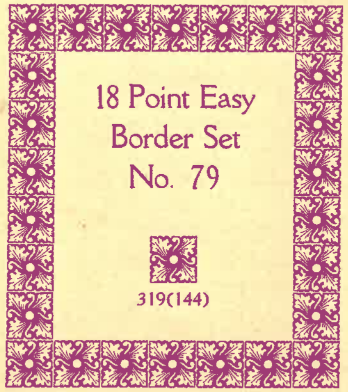
---

18 POINT EASY BORDERS

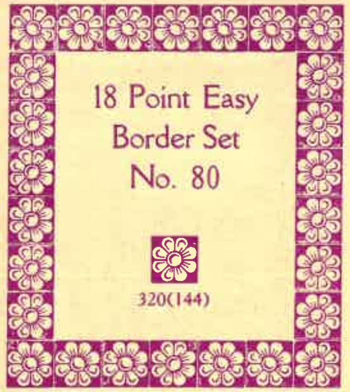
18 Point Easy Border Set No. 77 317(144)


18 Point Easy Border Set No. 78

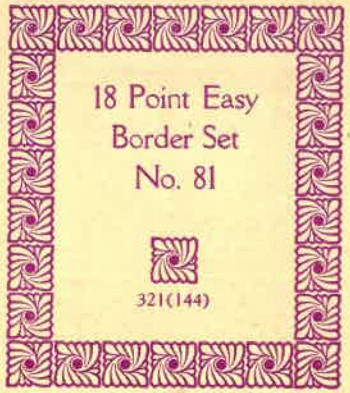
318(144)


18 Point Easy Border Set No. 79

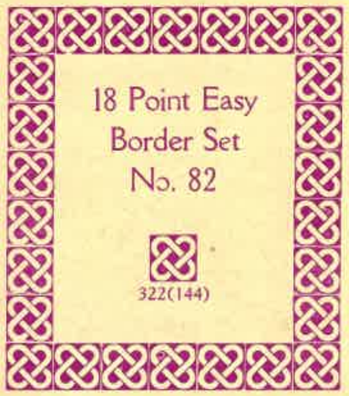
319(144)


18 Point Easy Border Set No. 80

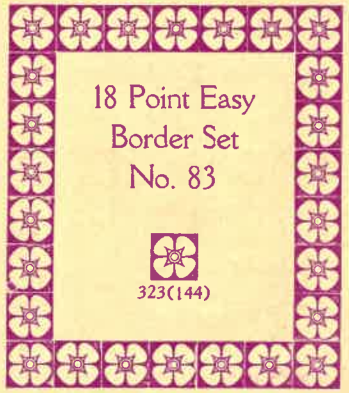
320(144)


18 Point Easy Border Set No. 81

321(144)


18 Point Easy Border Set No. 82

322(144)


18 Point Easy Border Set No. 83

323(144)

36 Inches

18 POINT EASY BORDERS

18 Point Easy Border Set No. 84

324(144)

18 Point Easy
Border Set
No. 85

325(144)

18 Point Easy
Border Set
No. 86

326(144)

18 Point Easy
Border Set
No. 87

327(144)

18 Point Easy
Border Set
No. 88

328(144)

18 Point Easy
Border Set
No. 89

329(144)

18 Point Easy
Border Set
No. 90

330(144)

---

54 Inches

12 POINT EASY BORDERS

12 Point Easy Border Set No. 91

331(324)

12 Point Easy Border Set No. 92

332(324)

12 Point Easy Border Set No. 93

333(324)

12 Point Easy Border Set No. 94

334(324)

12 Point Easy Border Set No. 95

335(324)

12 Point Easy Border Set No. 96

336(324)

12 Point Easy Border Set No. 97

337(324)

12 Point Easy Border Set No. 98

338(324)

12 Point Easy Border Set No. 99

339(324)

12 Point Easy Border Set No. 100

340(324)

12 Point Easy Border Set No. 101

341(324)

12 Point Easy Border Set No. 102

342(324)

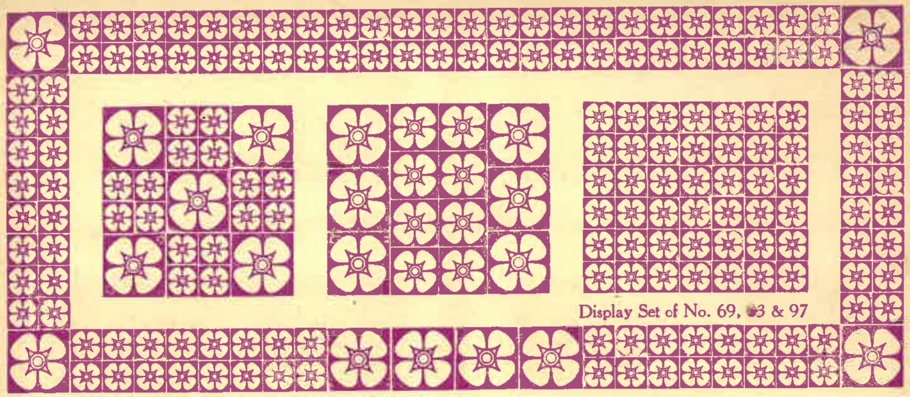
12 Point Easy Border Set No. 103

343(324)

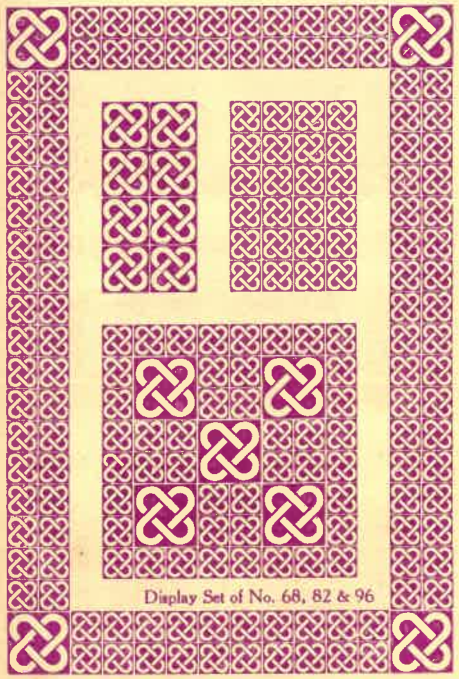
12 Point Easy Border Set No. 104

344(324)

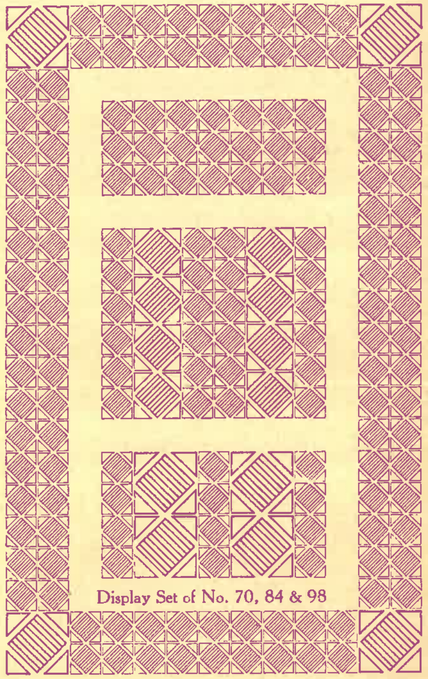
DISPLAY OF EASY BORDERS IN COMBINATION



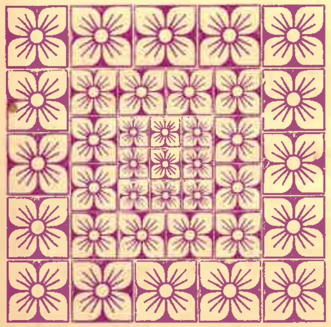
Display Set of No. 69, [illegible]3 & 97



Display Set of No. 68, 82 & 96

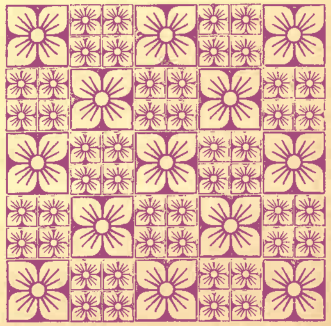


Display Set of No. 70, 84 & 98

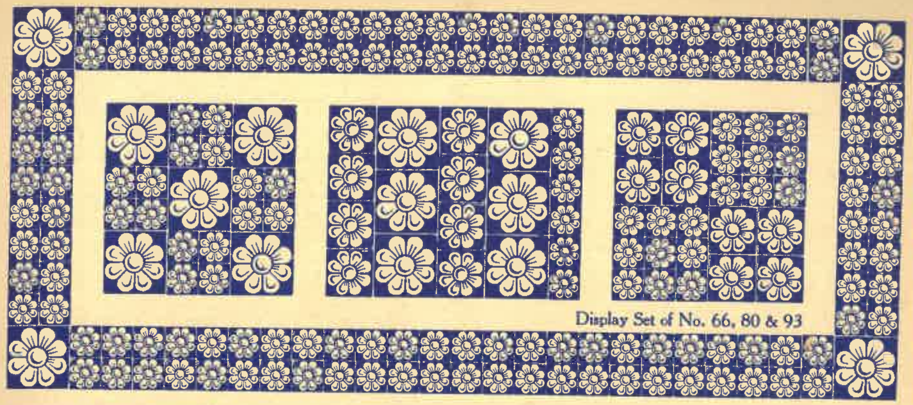


AN UNCHALLENGED FACT

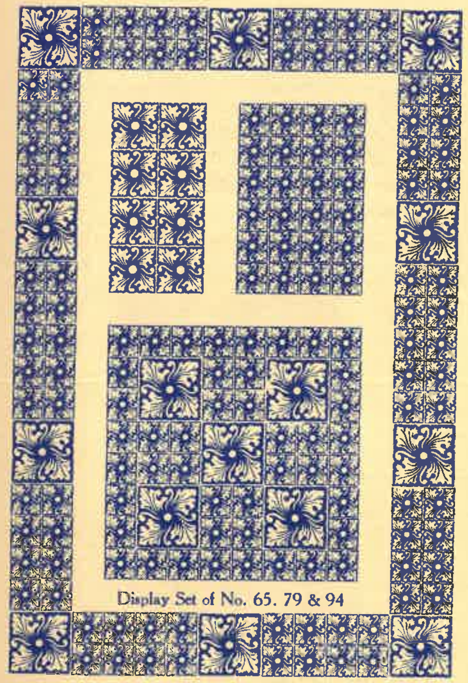
A good combination of Assorted G. T. F. Borders, as displayed on these pages make your printing more artistic. We invite you to have a trial and the earlier it is taken the better it will be in our mutual interest.



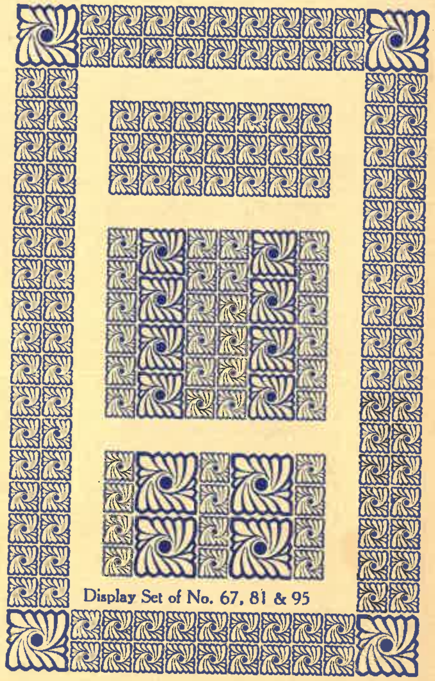
DISPLAY OF EASY BORDERS IN COMBINATION



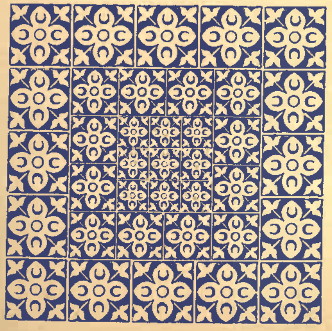
Display Set of No. 66, 80 & 93



Display Set of No. 65, 79 & 94

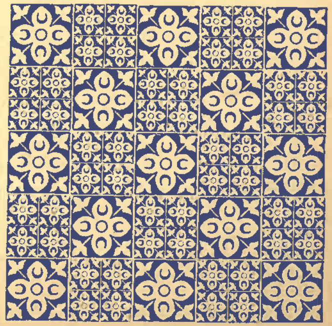


Display Set of No. 67, 81 & 95

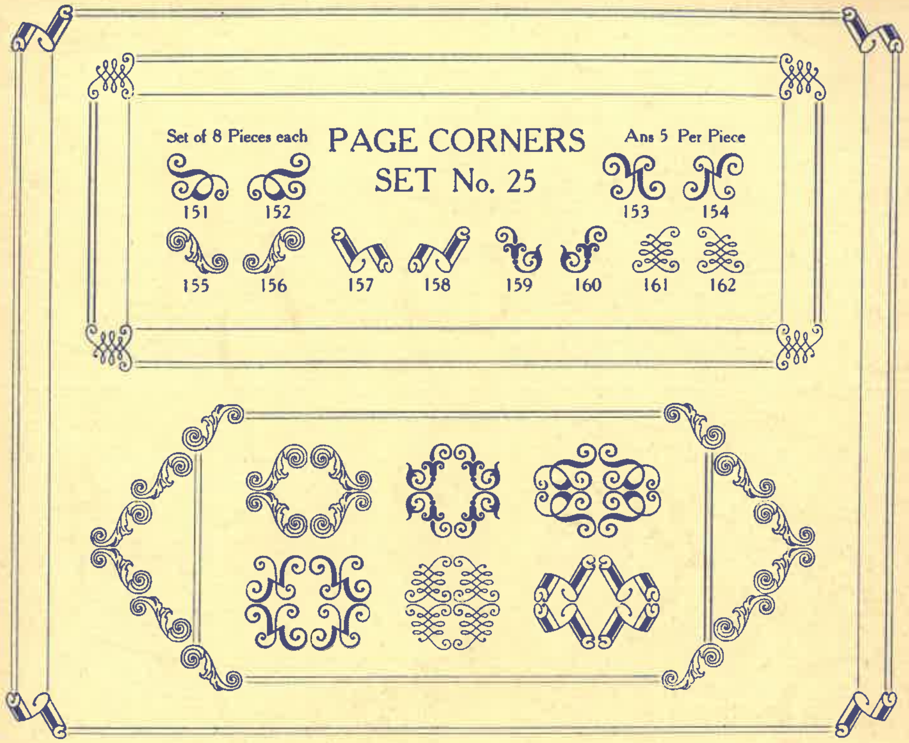


NOTICE

If you do not see what you require when looking through our Lists, send us a post-card giving particulars. It is more than likely we have one or more designs in stock that will just meet your need.

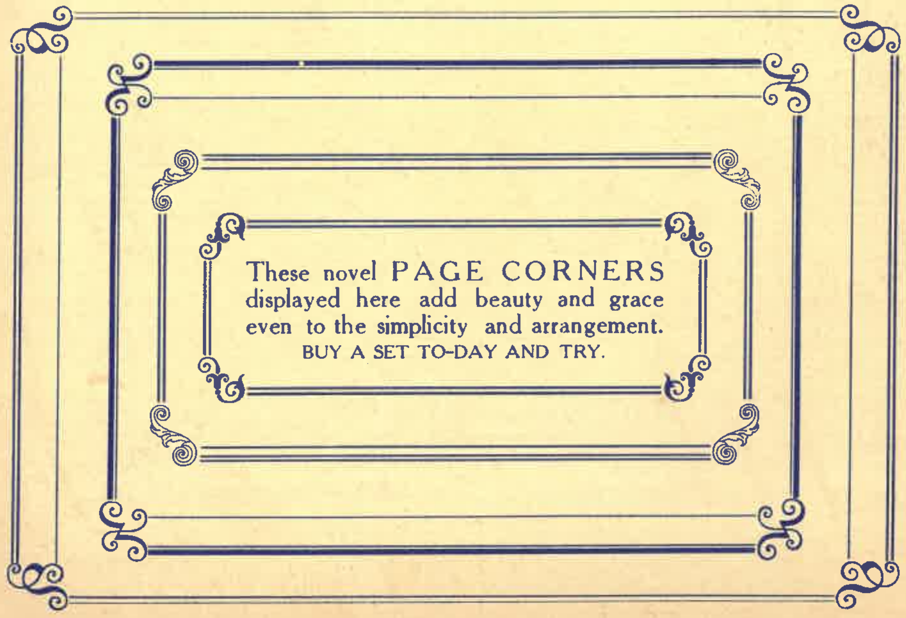


PAGE CORNERS


Set of 8 Pieces each

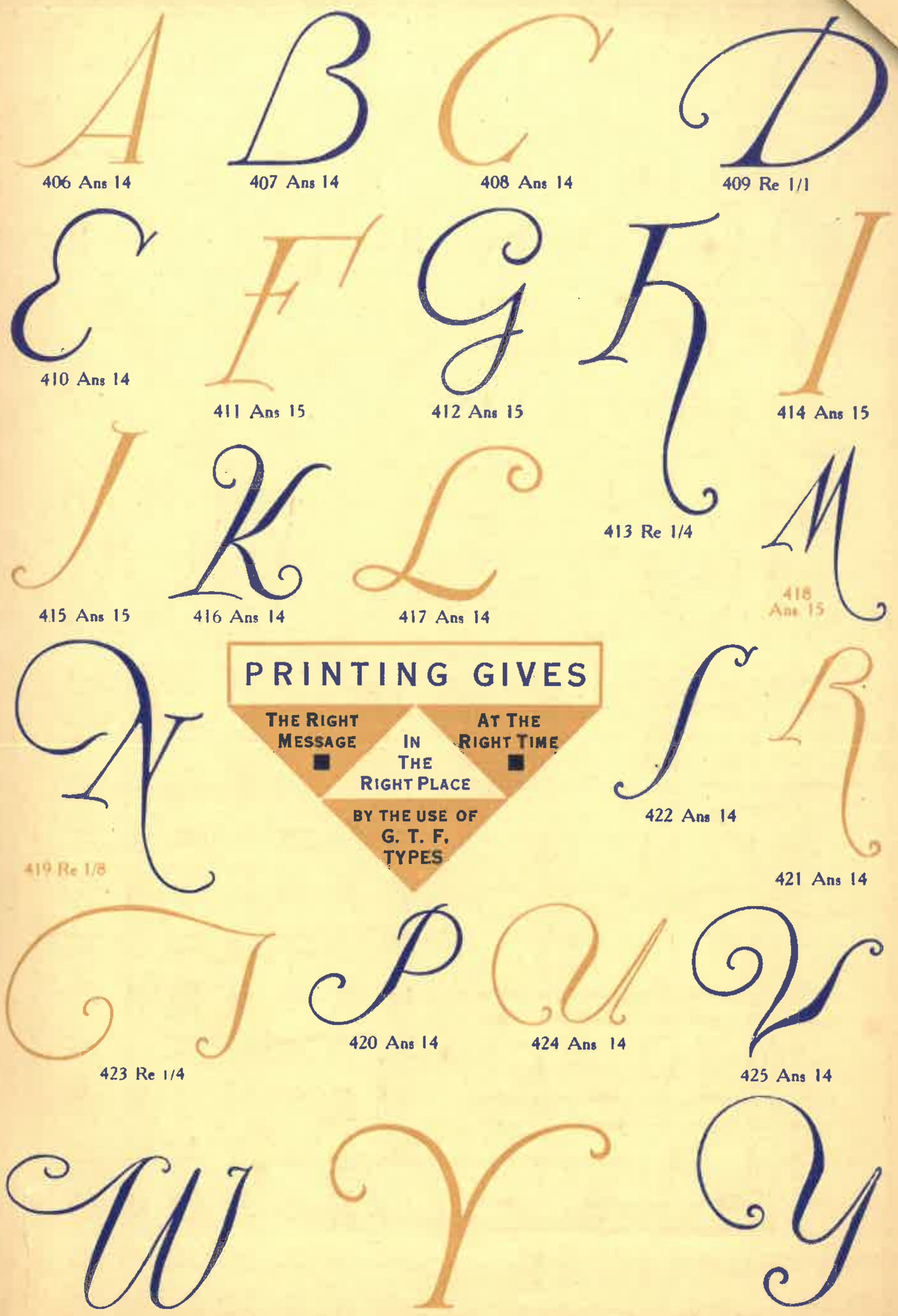
PAGE CORNERS SET No. 25

Ans 5 Per Piece

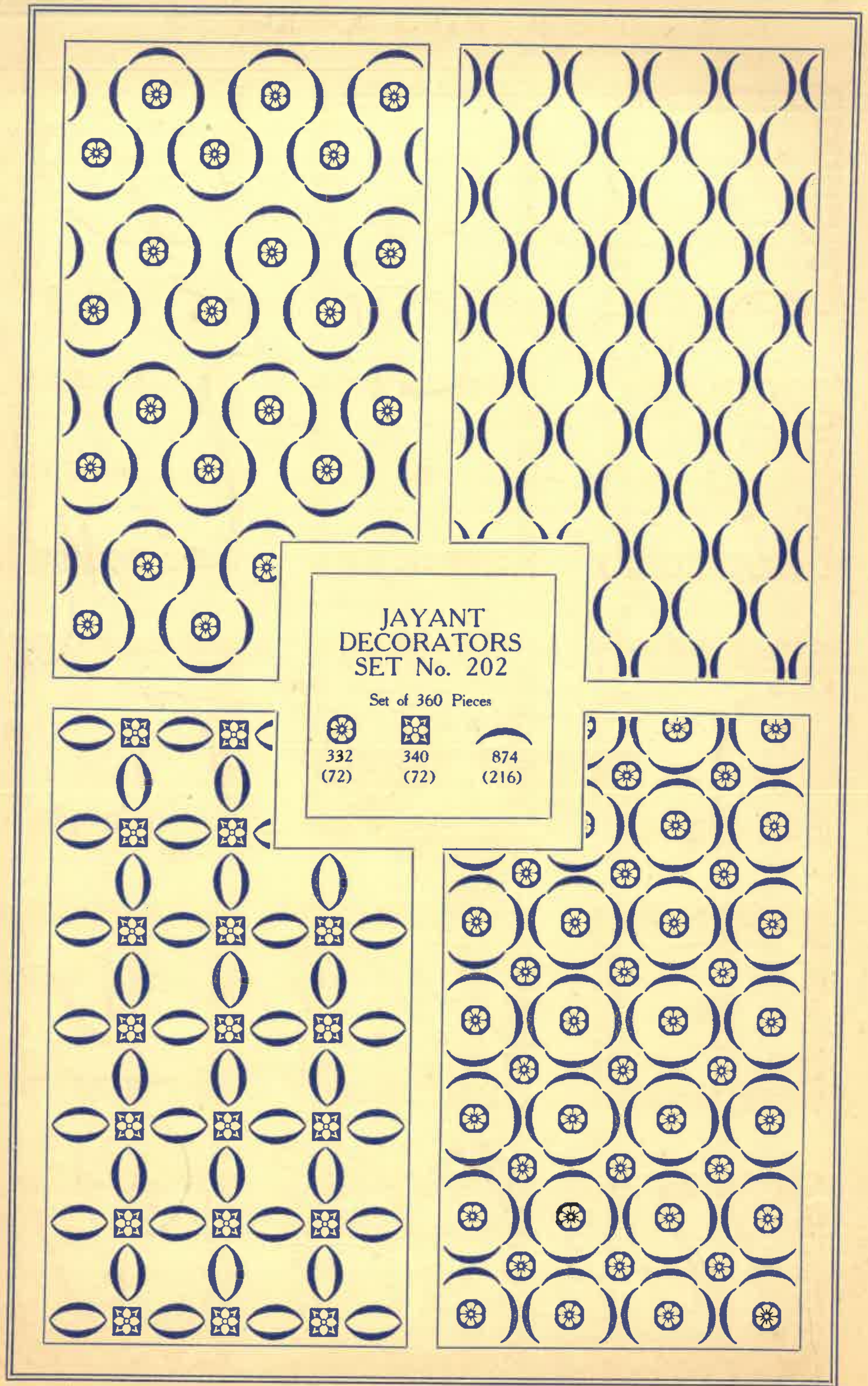

These novel PAGE CORNERS displayed here add beauty and grace even to the simplicity and arrangement.
BUY A SET TO-DAY AND TRY.

ARTISTS' INITIALS SET No. 13

Set of 23 Pieces


406 Ans 14
407 Ans 14
408 Ans 14
409 Re 1/1
410 Ans 14
411 Ans 15
412 Ans 15
414 Ans 15
413 Re 1/4
415 Ans 15
416 Ans 14
417 Ans 14
418 Ans 15
419 Re 1/8
422 Ans 14
421 Ans 14
423 Re 1/4
420 Ans 14
424 Ans 14
425 Ans 14
426 Re 1/2
427 Re 1/4
428 Re 1/2

PRINTING GIVES
THE RIGHT MESSAGE ■
IN THE RIGHT PLACE
AT THE RIGHT TIME ■
BY THE USE OF G. T. F. TYPES



JAYANT DECORATORS SET No. 202

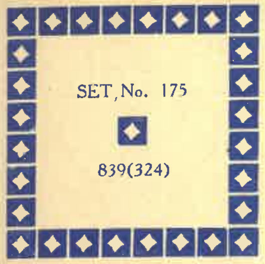
Set of 360 Pieces

332	340	874
(72)	(72)	(216)

---

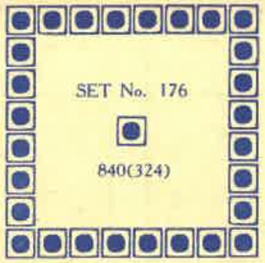
12 POINT PANEL BORDERS

Each Set 54 Inches Long



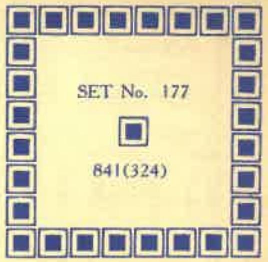
SET No. 175

839(324)



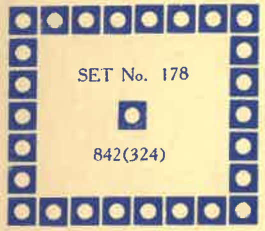
SET No. 176

840(324)



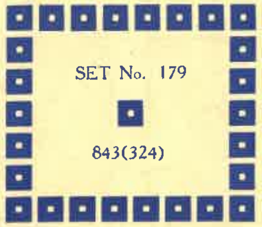
SET No. 177

841(324)



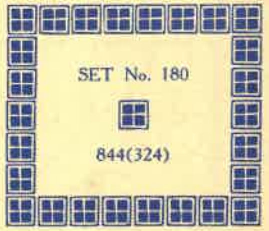
SET No. 178

842(324)



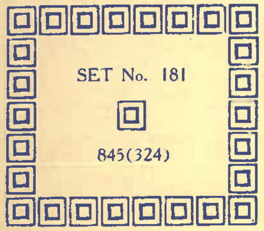
SET No. 179

843(324)



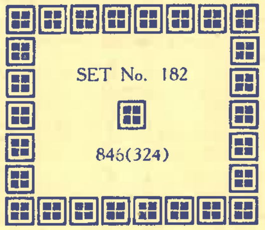
SET No. 180

844(324)



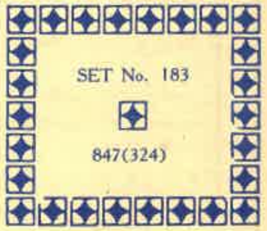
SET No. 181

845(324)



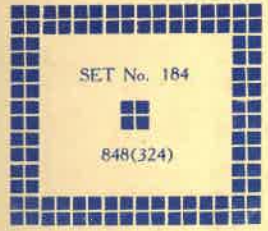
SET No. 182

846(324)



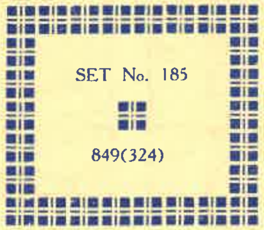
SET No. 183

847(324)



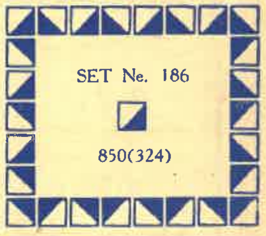
SET No. 184

848(324)



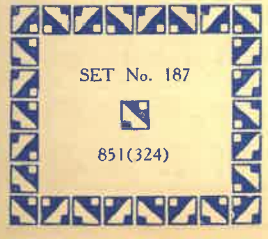
SET No. 185

849(324)



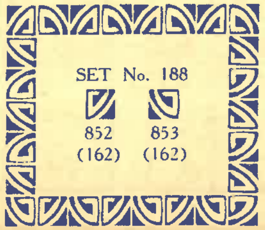
SET No. 186

850(324)



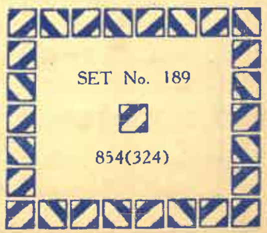
SET No. 187

851(324)



SET No. 188

852 (162) 853 (162)

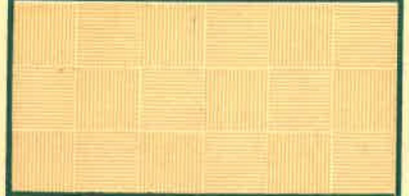


SET No. 189

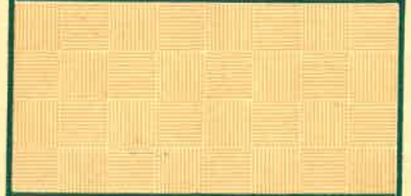
854(324)

GROUND BORDERS

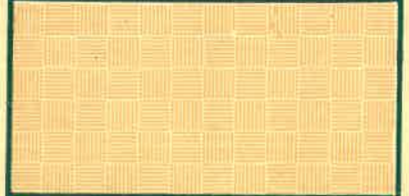
36 Inches
265(108)
24 POINT
SET No. 194



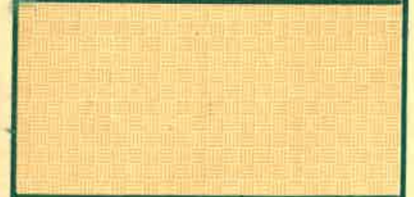
36 Inches
2 1(144)
18 POINT
SET No. 196



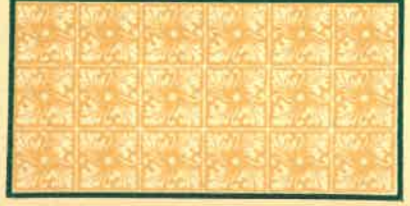
54 Inches
277(324)
12 POINT
SET No. 198



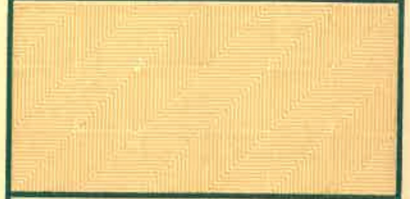
60 Inches
284(720)
6 POINT
SET No. 200



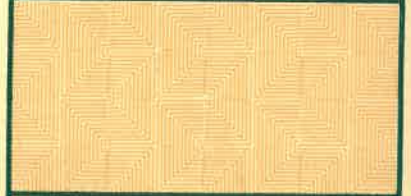
36 Inches
305(108)
24 POINT
SET No. 65



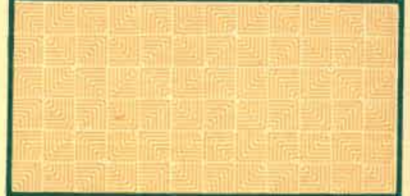
36 Inches
267(108)
24 POINT
SET No. 195



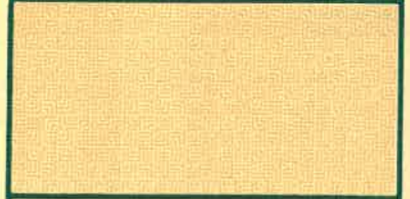
36 Inches
273(144)
18 POINT
SET No. 197



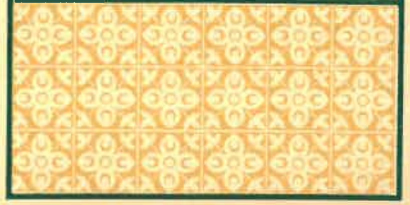
54 Inches
279(324)
12 POINT
SET No. 199



60 Inches
285(720)
6 POINT
SET No. 201

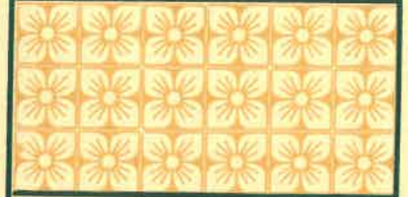


36 Inches
311(108)
24 POINT
SET No. 71

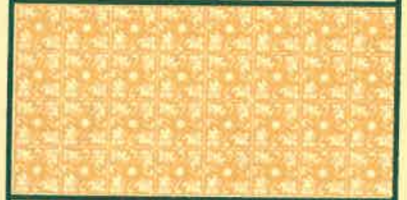


GROUND BORDERS

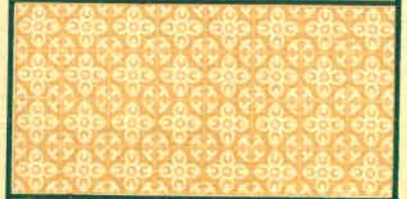
36 Inches
313(108)
24 POINT
SET No. 73



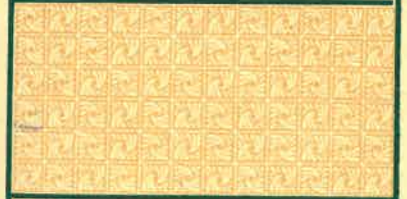
36 Inches
319(144)
18 POINT
SET No. 79



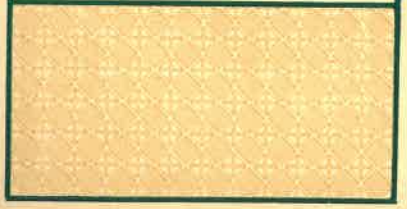
36 Inches
325(144)
18 POINT
SET No. 85



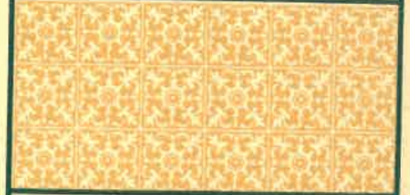
54 Inches
335(324)
12 POINT
SET No. 95



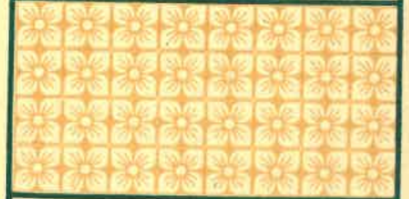
54 Inches
338(324)
12 POINT
SET No. 98



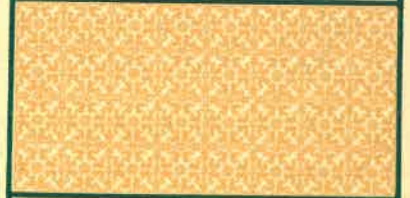
36 Inches
315(108)
24 POINT
SET No. 75



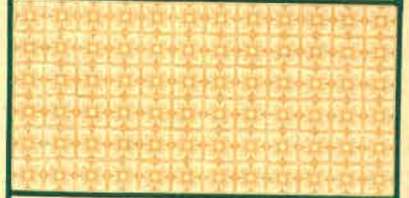
36 Inches
327(144)
18 POINT
SET No. 87



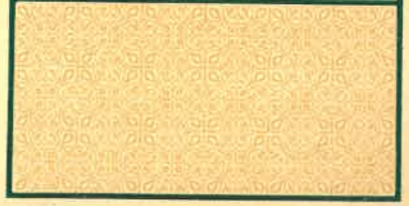
36 Inches
329(144)
18 POINT
SET No. 89



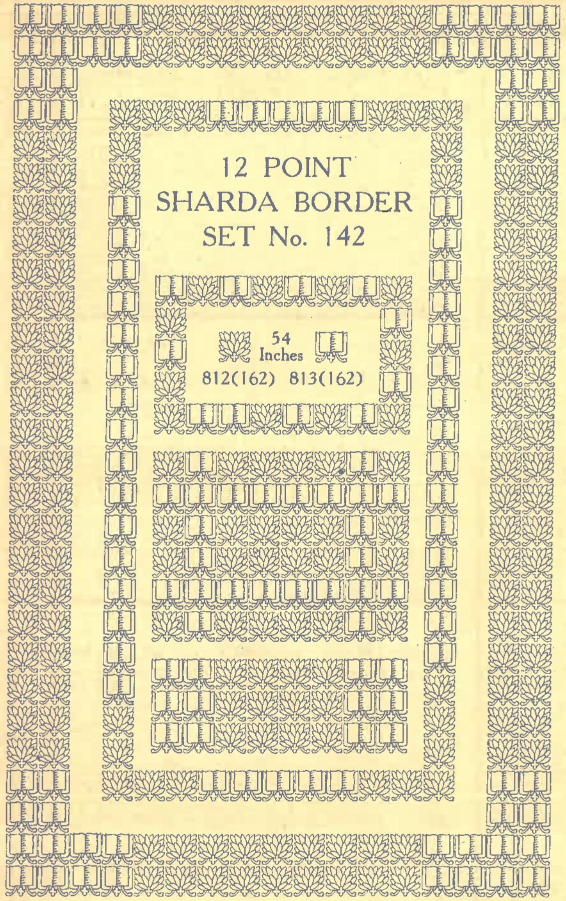
54 Inches
341(324)
12 POINT
SET No. 101



54 Inches
344(324)
12 POINT
SET No. 104

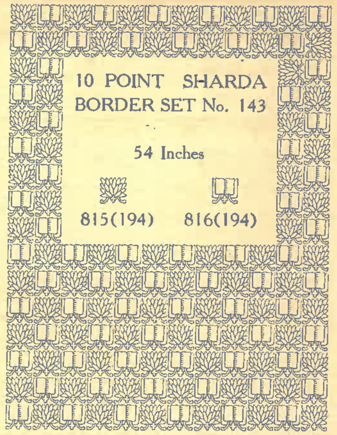


SHARDA, SHRIMATI, VILASIKA AND SUBHADRA BORDERS



12 POINT
SHARDA BORDER
SET No. 142

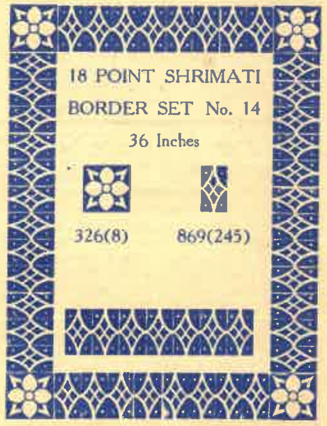
54 Inches
812(162) 813(162)



10 POINT SHARDA
BORDER SET No. 143

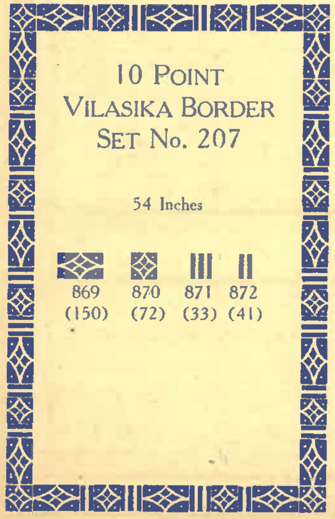
54 Inches

815(194) 816(194)



18 POINT SHRIMATI
BORDER SET No. 14
36 Inches

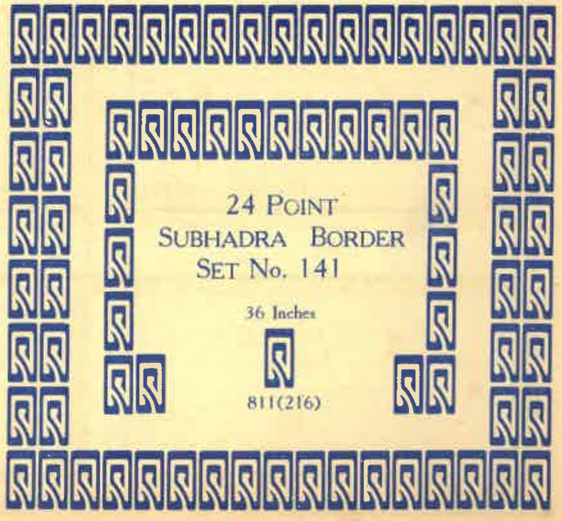
326(8) 869(245)



10 POINT
VILASIKA BORDER
SET No. 207

54 Inches

869 (150) 870 (72) 871 (33) 872 (41)

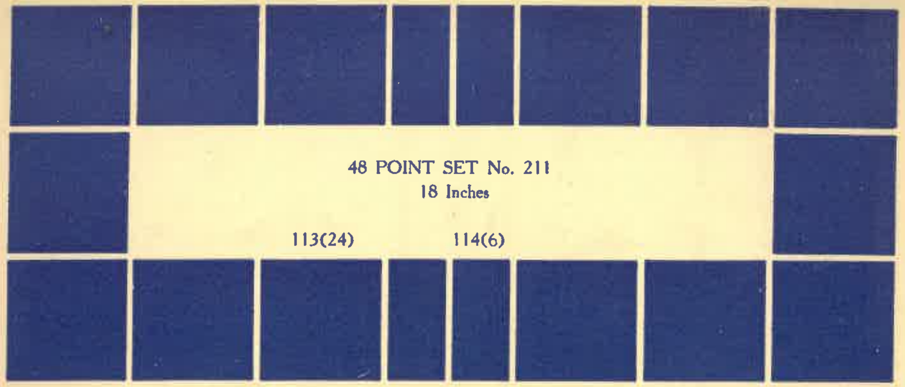


24 POINT
SUBHADRA BORDER
SET No. 141

36 Inches

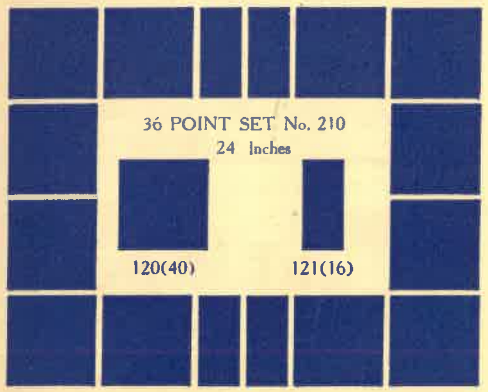
811(216)

AKHBAR BORDERS



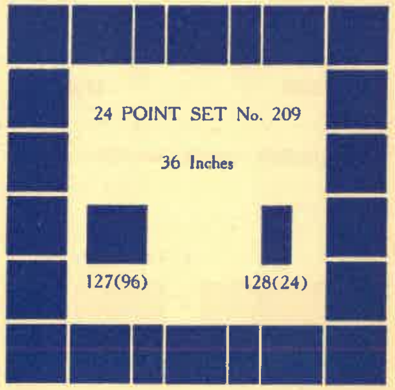
48 POINT SET No. 211
18 Inches

113(24) 114(6)



36 POINT SET No. 210
24 Inches

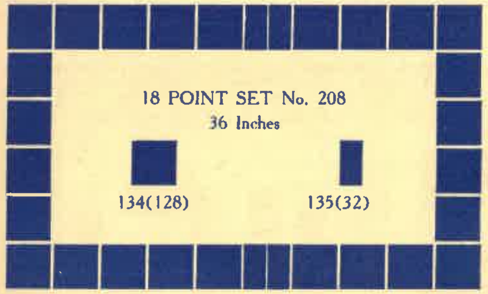
120(40) 121(16)



24 POINT SET No. 209

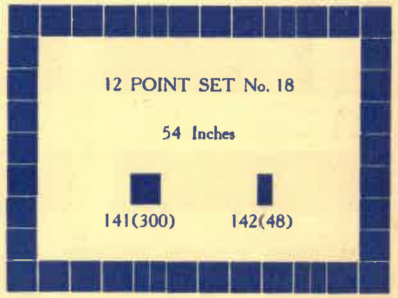
36 Inches

127(96) 128(24)



18 POINT SET No. 208
36 Inches

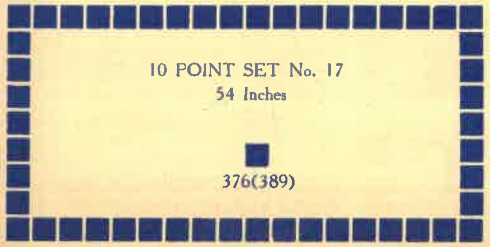
134(128) 135(32)



12 POINT SET No. 18

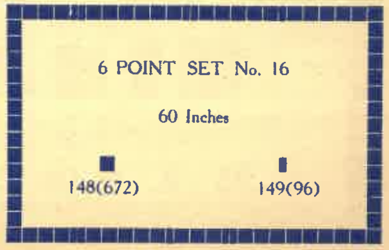
54 Inches

141(300) 142(48)



10 POINT SET No. 17
54 Inches

376(389)



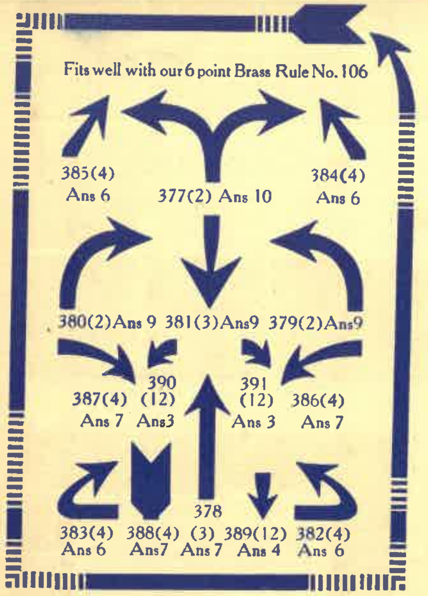
6 POINT SET No. 16

60 Inches

148(672) 149(96)

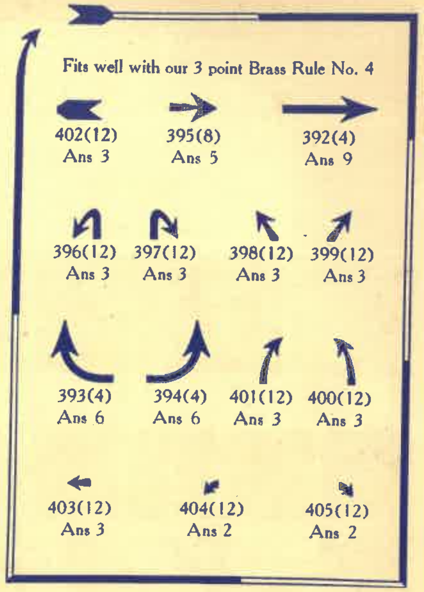
6 POINT ARROW INDICATORS
SET No. 108

Set of 76 Pieces


Fits well with our 6 point Brass Rule No. 106
385(4) Ans 6
377(2) Ans 10
384(4) Ans 6
380(2) Ans 9
381(3) Ans9
379(2) Ans9
387(4) Ans 7
390 (12) Ans3
391 (12) Ans 3
386(4) Ans 7
383(4) Ans 6
388(4) Ans7
378 (3) Ans 7
389(12) Ans 4
382(4) Ans 6

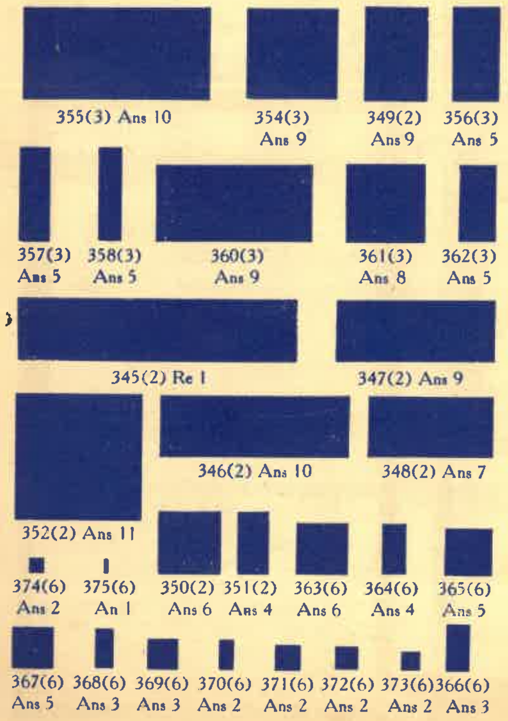
3 POINT ARROW INDICATORS
SET No. 109

Set of 140 Pieces


Fits well with our 3 point Brass Rule No. 4
402(12) Ans 3
395(8) Ans 5
392(4) Ans 9
396(12) Ans 3
397(12) Ans 3
398(12) Ans 3
399(12) Ans 3
393(4) Ans 6
394(4) Ans 6
401(12) Ans 3
400(12) Ans 3
403(12) Ans 3
404(12) Ans 2
405(12) Ans 2

TYPE BLANKS SET No. 105

Set of 118 Pieces


355(3) Ans 10
354(3) Ans 9
349(2) Ans 9
356(3) Ans 5
357(3) Ans 5
358(3) Ans 5
360(3) Ans 9
361(3) Ans 8
362(3) Ans 5
345(2) Re 1
347(2) Ans 9
346(2) Ans 10
348(2) Ans 7
352(2) Ans 11
374(6) Ans 2
375(6) An 1
350(2) Ans 6
351(2) Ans 4
363(6) Ans 6
364(6) Ans 4
365(6) Ans 5
367(6) Ans 5
368(6) Ans 3
369(6) Ans 3
370(6) Ans 2
371(6) Ans 2
372(6) Ans 2
373(6) Ans 2
366(6) Ans 3

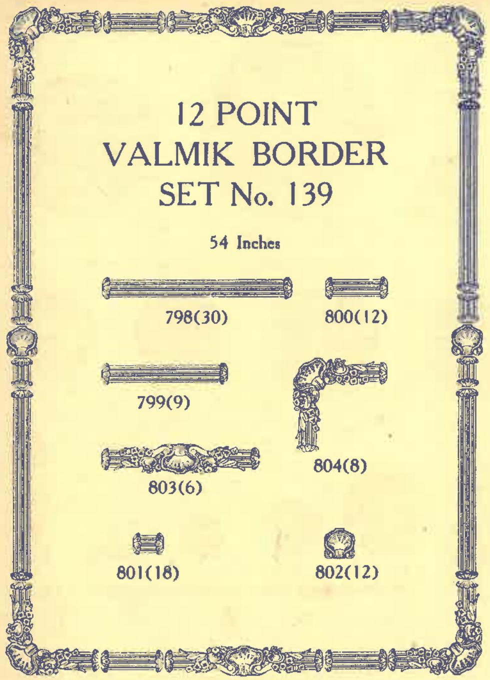
TYPE BLANKS

FOR ALL USES

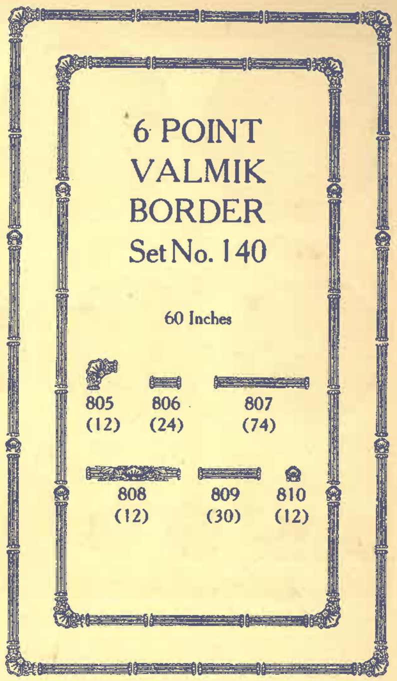
THE GUJARATI TYPE FOUNDRY

GAIWADI · GIRGAON
BOMBAY 4

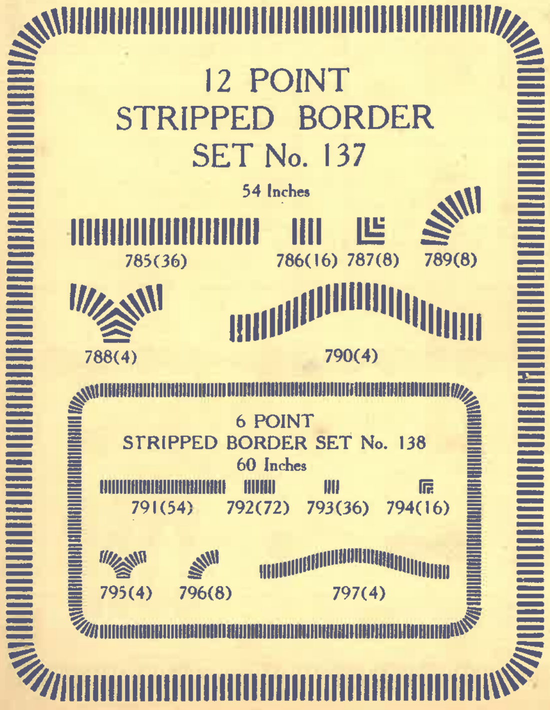
VALMIK, STRIPPED & SULOCHNA BORDERS


12 POINT VALMIK BORDER SET No. 139

54 Inches
798(30)
800(12)
799(9)
804(8)
803(6)
801(18)
802(12)


6 POINT VALMIK BORDER Set No. 140

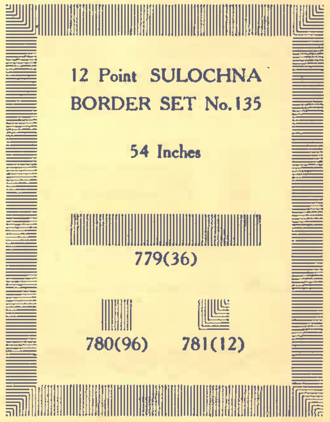
60 Inches
805 (12)
806 (24)
807 (74)
808 (12)
809 (30)
810 (12)


12 POINT STRIPPED BORDER SET No. 137

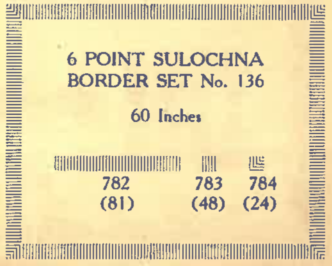
54 Inches
785(36)
786(16)
787(8)
789(8)
788(4)
790(4)

6 POINT STRIPPED BORDER SET No. 138

60 Inches
791(54)
792(72)
793(36)
794(16)
795(4)
796(8)
797(4)


12 Point SULOCHNA BORDER SET No. 135

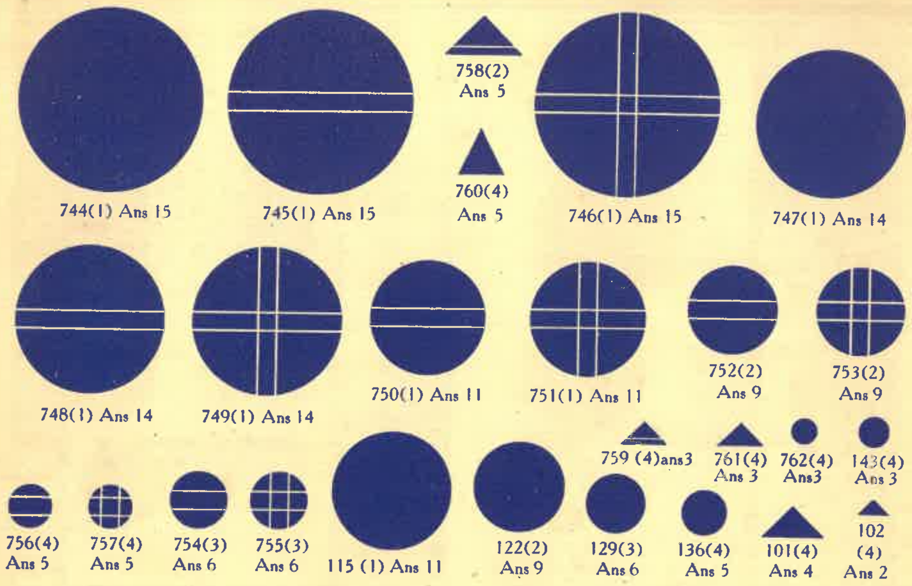
54 Inches
779(36)
780(96)
781(12)


6 POINT SULOCHNA BORDER SET No. 136

60 Inches
782 (81)
783 (48)
784 (24)

DISPLAY DECORATORS SET No. 132

Set of 67 Pieces


744(1) Ans 15
745(1) Ans 15
758(2) Ans 5
760(4) Ans 5
746(1) Ans 15
747(1) Ans 14
748(1) Ans 14
749(1) Ans 14
750(1) Ans 11
751(1) Ans 11
752(2) Ans 9
753(2) Ans 9
759 (4)ans3
761(4) Ans 3
762(4) Ans3
143(4) Ans 3
756(4) Ans 5
757(4) Ans 5
754(3) Ans 6
755(3) Ans 6
115 (1) Ans 11
122(2) Ans 9
129(3) Ans 6
136(4) Ans 5
101(4) Ans 4
102 (4) Ans 2

AKHBAR BORDERS

6 POINT AKHBAR BORDER

SET No. 190

60 Inches

858(120) 859(120)

6 POINT AKHBAR BORDER

SET No. 192

60 Inches

861	862	858
(280)	(278)	(24)

6 POINT AKHBAR BORDER

SET No. 191

60 Inches

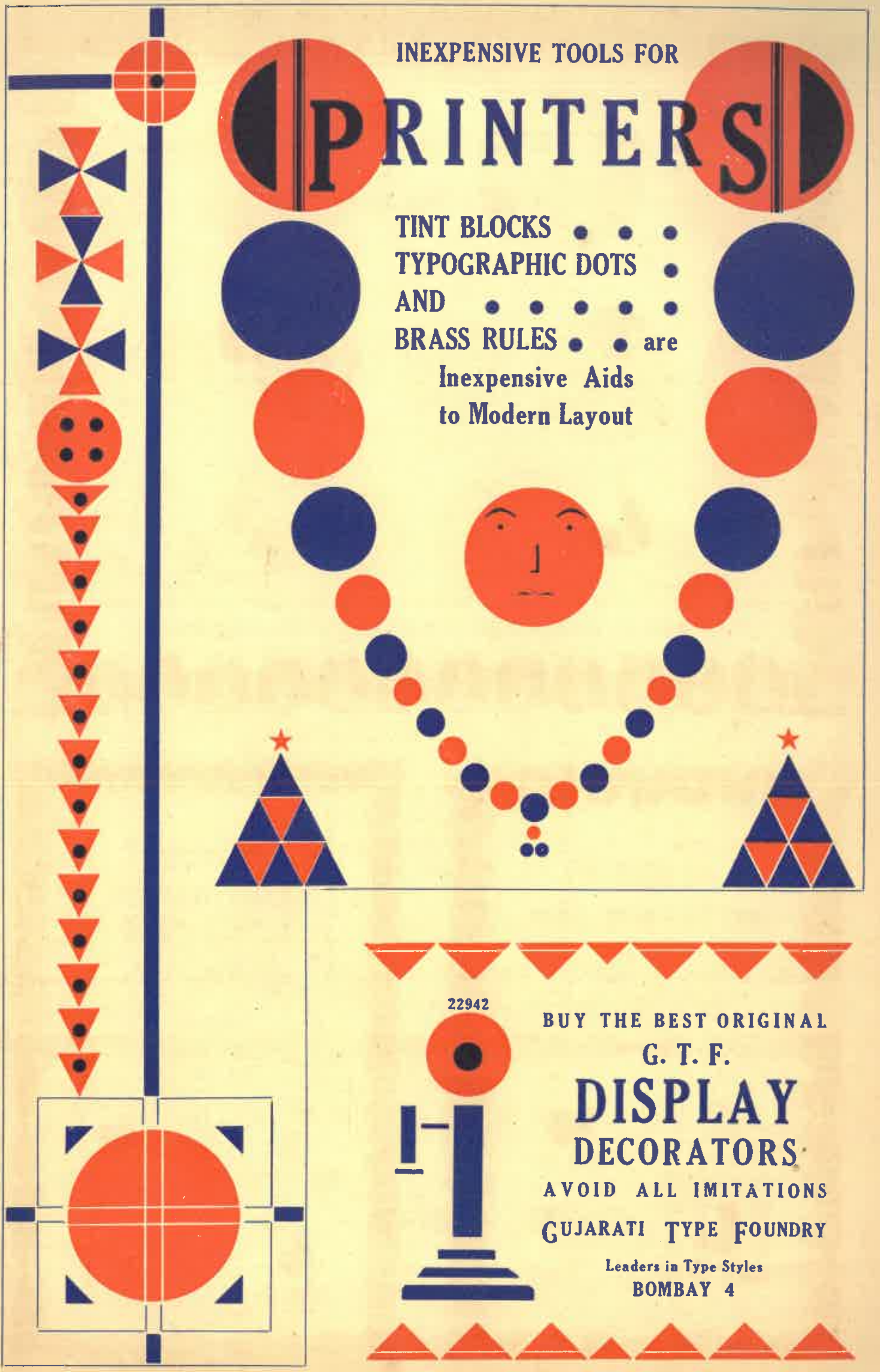
861(198) 860(196) 858(33)

12 POINT AKHBAR BORDER SET No. 15

54 Inches

353(33) 359(44) 143(60)

For Set Prices see separate Price List



INEXPENSIVE TOOLS FOR

PRINTERS

TINT BLOCKS

TYPOGRAPHIC DOTS

AND

BRASS RULES are

Inexpensive Aids

to Modern Layout

22942

BUY THE BEST ORIGINAL

G. T. F.

DISPLAY

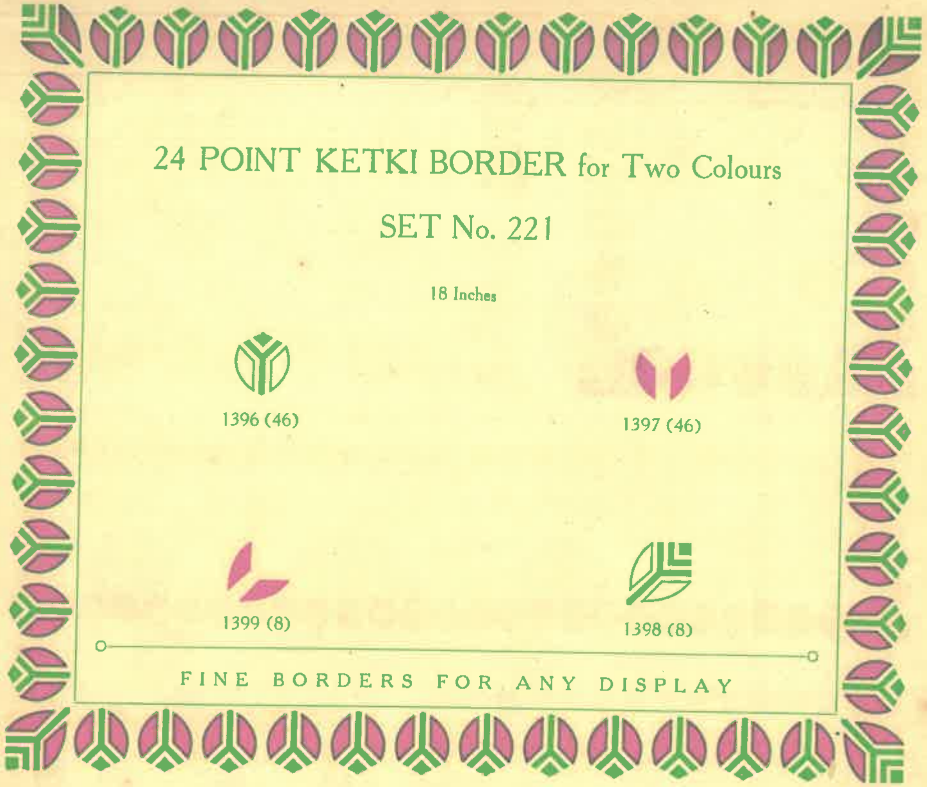
DECORATORS

AVOID ALL IMITATIONS

GUJARATI TYPE FOUNDRY

Leaders in Type Styles

BOMBAY 4



24 POINT KETKI BORDER for Two Colours

SET No. 221

18 Inches

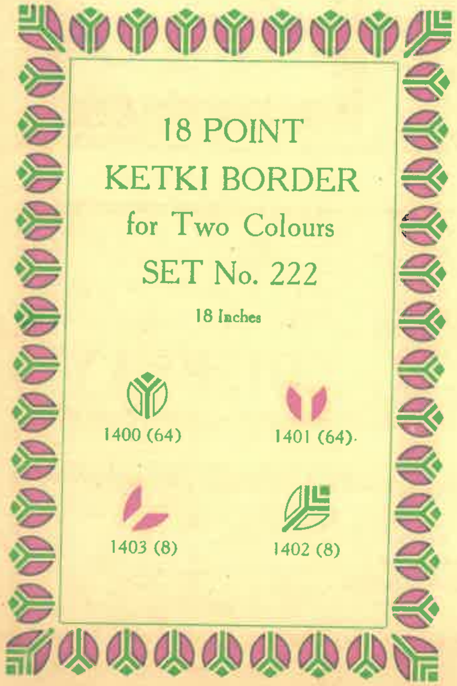
1396 (46)

1397 (46)

1399 (8)

1398 (8)

FINE BORDERS FOR ANY DISPLAY



18 POINT KETKI BORDER for Two Colours SET No. 222

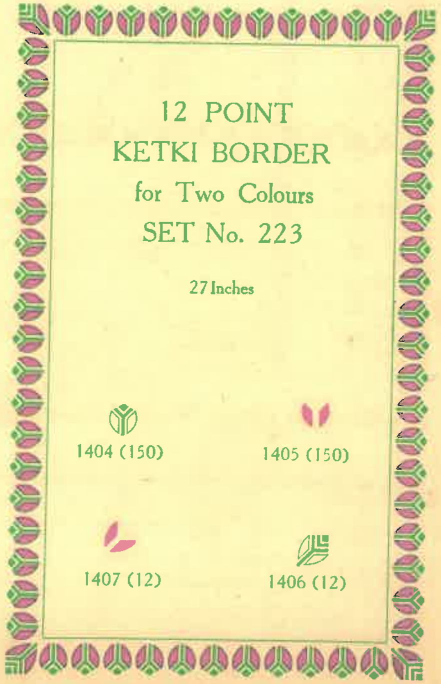
18 Inches

1400 (64)

1401 (64)

1403 (8)

1402 (8)



12 POINT KETKI BORDER for Two Colours SET No. 223

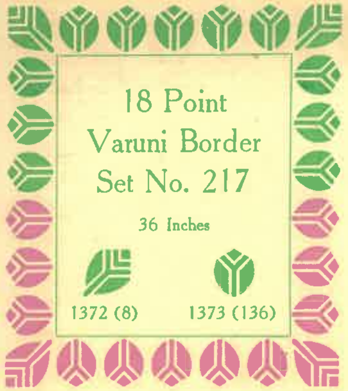
27 Inches

1404 (150)

1405 (150)

1407 (12)

1406 (12)

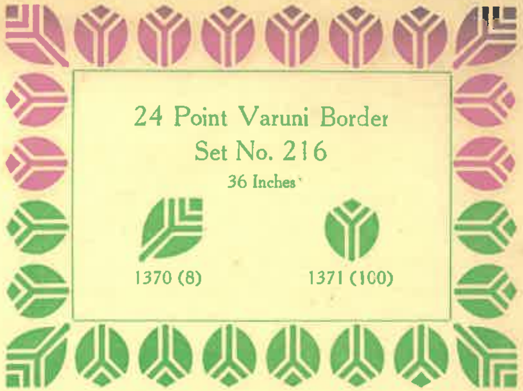


18 Point Varuni Border Set No. 217

36 Inches

1372 (8)

1373 (136)

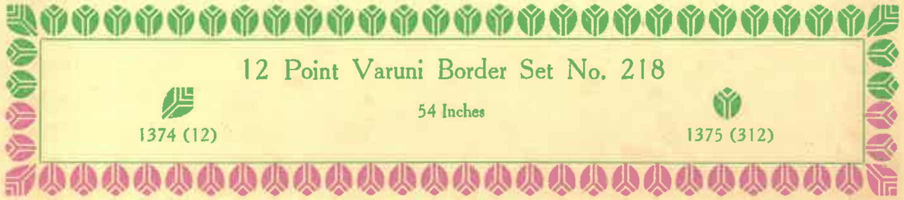


24 Point Varuni Border Set No. 216

36 Inches

1370 (8)

1371 (100)

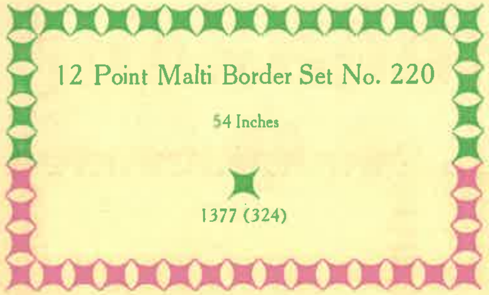


12 Point Varuni Border Set No. 218

1374 (12)

54 Inches

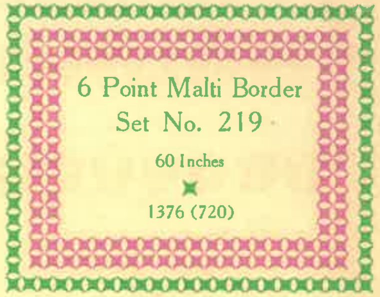
1375 (312)



12 Point Malti Border Set No. 220

54 Inches

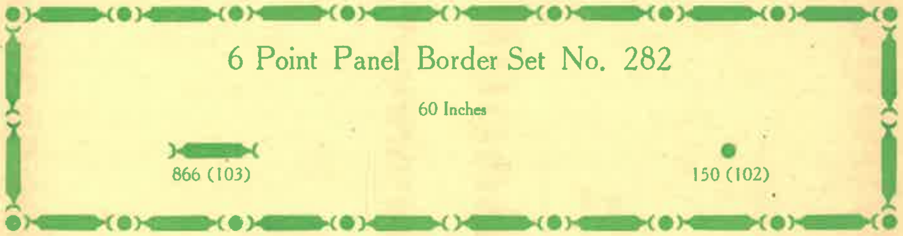
1377 (324)



6 Point Malti Border Set No. 219

60 Inches

1376 (720)

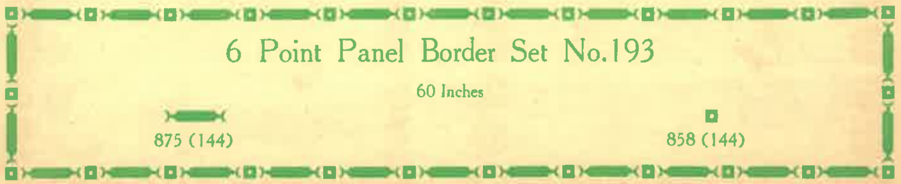


6 Point Panel Border Set No. 282

60 Inches

866 (103)

150 (102)



6 Point Panel Border Set No.193

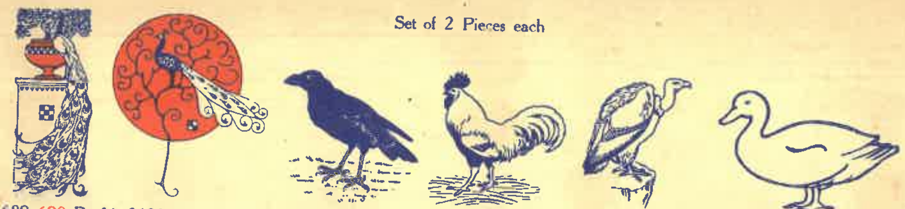
60 Inches

875 (144)

858 (144)

BIRD EMBLEMS SET No. 124

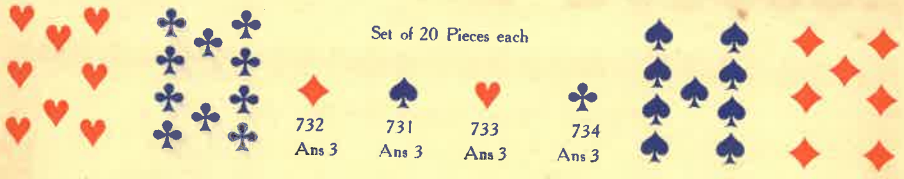
Set of 2 Pieces each



689-690-Re 1/ 691-692-Re 1/8 693—Ans 13 694—Ans 13 695—Ans 13 1141—Re 1/1

14 POINT PLAYING CARD EMBLEMS SET No. 129

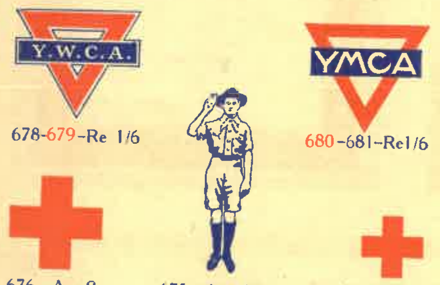
Set of 20 Pieces each



732 Ans 3 731 Ans 3 733 Ans 3 734 Ans 3

SCOUT AND SOCIETY EMBLEMS SET No. 122

Set of 2 Pieces each

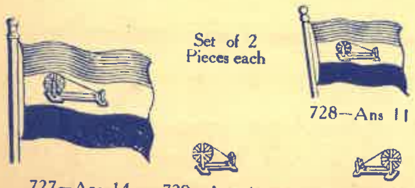


678-679-Re 1/6 680-681-Re1/6

676—Ans 9 675—Ans 10 677—Ans 6

NATIONAL FLAGS & SPINNING WHEELS SET No. 128

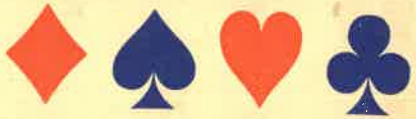
Set of 2 Pieces each



727—Ans 14 729—Ans 4 728—Ans 11 730—Ans 4

42 POINT PLAYING CARD EMBLEMS SET No. 130

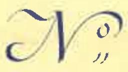
Set of 12 Pieces each



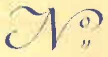
740-Ans 10 739-Ans 10 741-Ans 10 742-Ans 10

ACCOUNT EMBLEMS SET No. 125

Set of 4 Pieces each



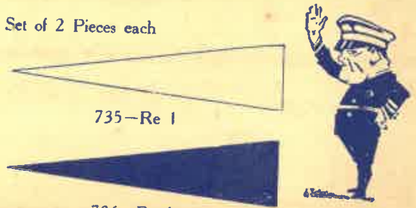
699—Ans 7



700—Ans 7

MISCELLANEOUS EMBLEMS SET No. 131

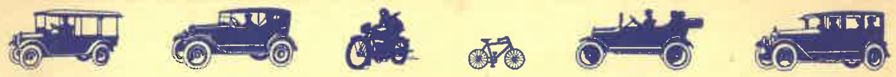
Set of 2 Pieces each



735—Re 1 736—Re 1 1140—Re 1/1

AUTOCAR EMBLEMS SET No. 118

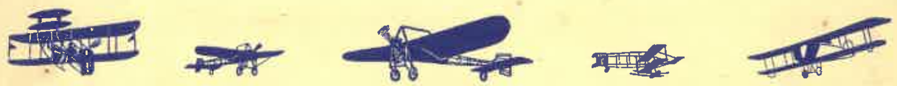
Set of 2 Pieces each



652—Ans 7 655—Ans 7 656—Ans 6 657—Ans 4 654—Ans 7 653—Ans 7

AIRO EMBLEMS SET No. 119

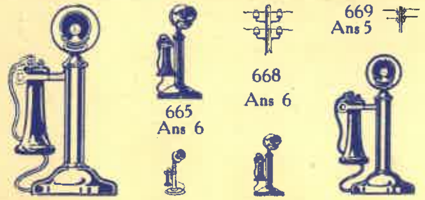
Set of 2 Pieces each



660—Ans 9 658—Ans 6 661—Re 1 659—Ans 6 662—Ans 10

TELEPHONE & TELEGRAPH EMBLEMS SET No. 120

Set of 2 Pieces each



669 Ans 5

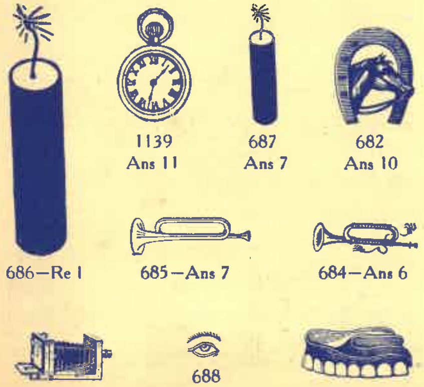
668 Ans 6

665 Ans 6

663 Ans 11 667 Ans 5 666 Ans 6 664 Ans 7

TRADE EMBLEMS SET No. 123

Set of 2 Pieces each



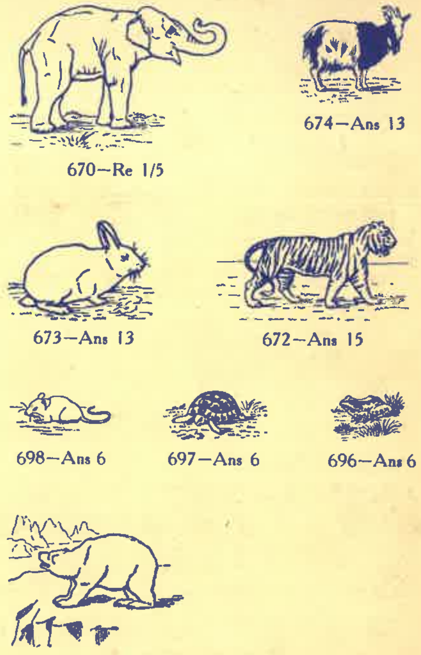
1139 Ans 11 687 Ans 7 682 Ans 10

686—Re 1 685—Ans 7 684—Ans 6

683—Ans 6 688 Ans 3 737—Ans 9

ANIMAL EMBLEMS SET No. 121

Set of 2 Pieces each



670—Re 1/5 674—Ans 13

673—Ans 13 672—Ans 15

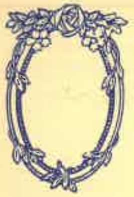
698—Ans 6 697—Ans 6 696—Ans 6

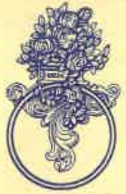
671—Re 1

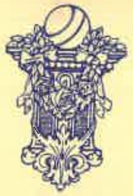
New Emblems are always in preparations

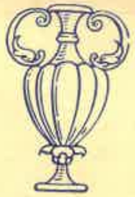
ART EMBLEMS SET No. 126

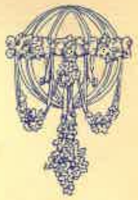
Complete Set 17 Pieces

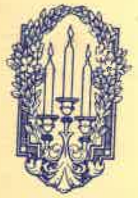

701—Ans 15

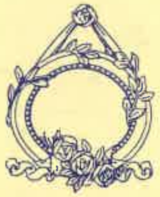

702—Ans 15

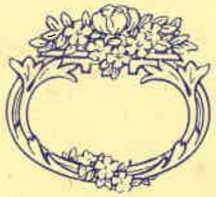

703—Ans 15

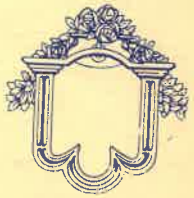

704—Ans 15

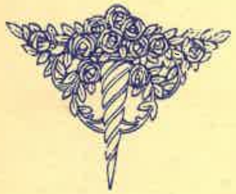

705—Ans 15

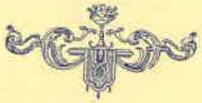

706—Ans 15

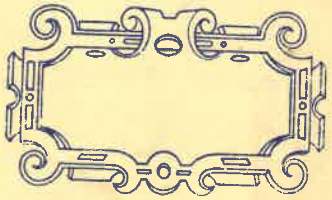

707—Ans 15

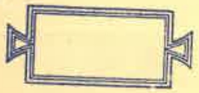

708—Re 1/4

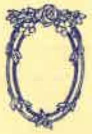

709—Ans 15

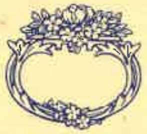

710—Re 1/4

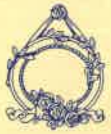

711—Ans 10


714—Re 1/7


712—Ans 10


715—Ans 11

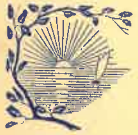

717—Ans 14

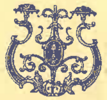

716—Ans 11

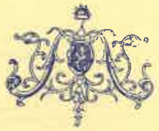
713—Ans 10

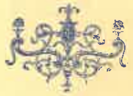
ART EMBLEMS SET No. 127

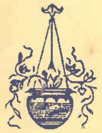
Compalete Set 9 Pieces

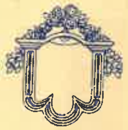

724—Ans 11

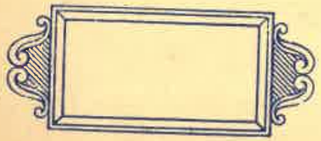

726—Ans 9

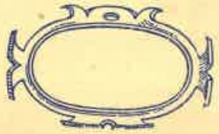

723—Ans 14

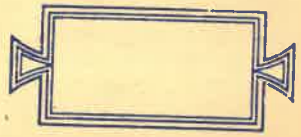

722—Ans 11


725—Ans 11


718—Ans 11


720—Re 1/4


721—Re 1/1


719—Re 1/4

For Set Prices see separate Price List

NEHRU
NICETIES

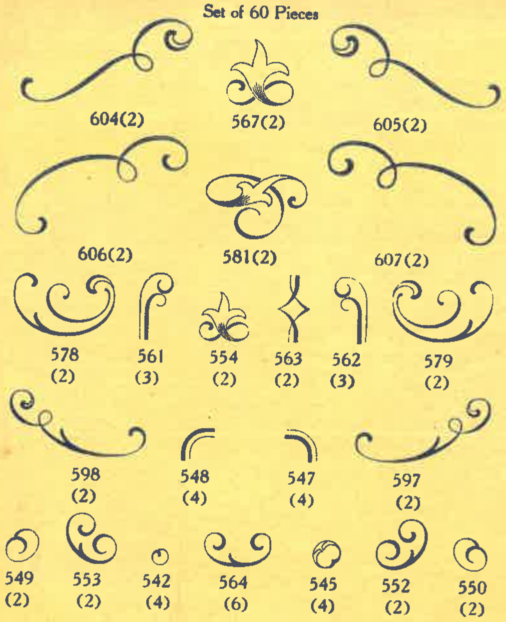
Cast on Indian Body

CHARMING
ORNAMENTS
SUITABLE FOR
ALL KINDS OF
PRINTING WORK

MANUFACTURED BY
GUJARATI TYPE FOUNDRY
GAIWADI-GIRGAON
BOMBAY 4

NEHRU NICETIES SET No. 0247

Set of 60 Pieces


604(2)
567(2)
605(2)
606(2)
581(2)
607(2)
578 (2)
561 (3)
554 (2)
563 (2)
562 (3)
579 (2)
598 (2)
548 (4)
547 (4)
597 (2)
549 (2)
553 (2)
542 (4)
564 (6)
545 (4)
552 (2)
550 (2)

MODERN HOLIDAY PRINTING

ALWAYS USE
G. T. F.
PRODUCTS.
○
THEY ARE
THE BEST

Use
NEHRU
NICETIES
To Modernise
Your
PRINTING

Nehru
Niceties
have
Simplicity
Character
and
Utility

Dilkhush Niceties

For Set Prices see separate Price List

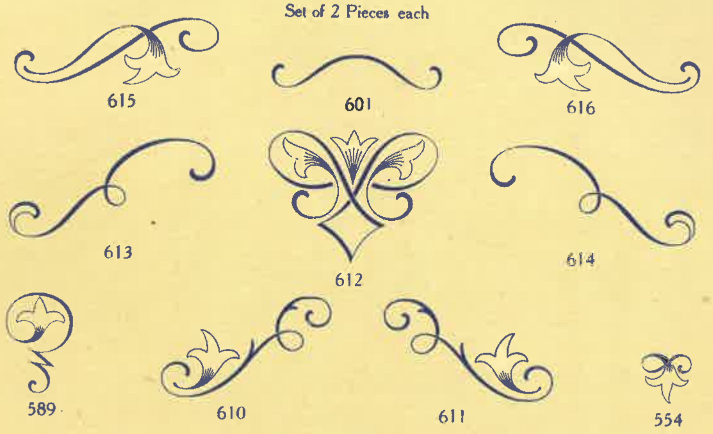
College of Printing Technology

Prospectus
&
Syllabus
for the Session
Commencing
Next Sept.

Esplanade Road
BOMBAY

NEHRU NICETIES SET No. 0248

Set of 2 Pieces each



A SMALL FONT OF CUT BRASS RULES TO SUIT
THE NEHRU NICETIES IS AVAILABLE

MODERN SISTERS

Ladies' Milliners

MODERN STYLES
IN DRESSES

Patronised by Maharanis
Princesses, Begums and
Society Ladies

LANDS END, BOMBAY

THANKSGIVING · We are thankful because our business has your support, and we are grateful to you—the Printers of our noble country and elsewhere—because of the liberal patronage you have accorded us in the past. GUJARATI TYPE FOUNDRY · BOMBAY

Printers'
Providers

Gujarati Type Foundry
Gaiwadi Girgaon
Bombay 4

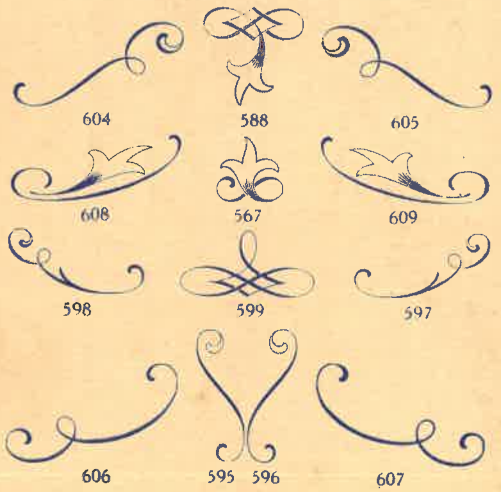
Leaders in
Type Styles

"Gutyfo"

☎ 22942

NEHRU NICETIES
SET No. 0249

Set of 2 Pieces each


604
588
605
608
567
609
598
599
597
606
595 596
607

A SMALL FONT OF CUT BRASS RULES TO SUIT THE NEHRU NICETIES IS AVAILABLE.

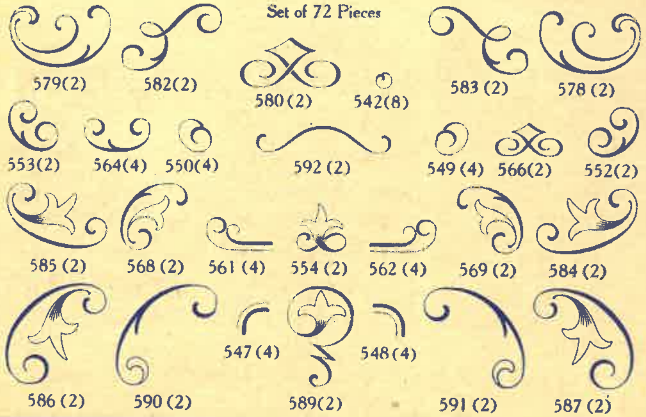
TYPES

is the Tone of Voice in Advertising.

BUY
G. T. F. TYPES

NEHRU NICETIES SET No. 0250

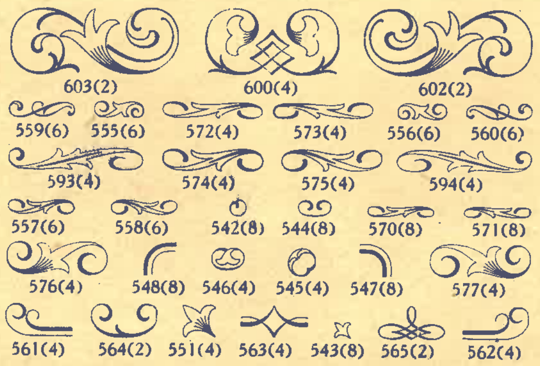
Set of 72 Pieces


579(2)
582(2)
580 (2)
542(8)
583 (2)
578 (2)
553(2)
564(4)
550(4)
592 (2)
549 (4)
566(2)
552(2)
585 (2)
568 (2)
561 (4)
554 (2)
562 (4)
569 (2)
584 (2)
586 (2)
590 (2)
547 (4)
589(2)
548 (4)
591 (2)
587 (2)

A SMALL FONT OF CUT BRASS RULES TO SUIT THE NEHRU NICETIES IS AVAILABLE.

NEHRU NICETIES
SET No. 0251

Set of 160 Pieces


603(2)
600(4)
602(2)
559(6)
555(6)
572(4)
573(4)
556(6)
560(6)
593(4)
574(4)
575(4)
594(4)
557(6)
558(6)
542(8)
544(8)
570(8)
571(8)
576(4)
548(8)
546(4)
545(4)
547(8)
577(4)
561(4)
564(2)
551(4)
563(4)
543(8)
565(2)
562(4)

THE THEORY
AND PRACTICE
OF ART
DECORATORS

PUBLISHERS
THE BOMBAY
ART SOCIETY

LADIES EMPORIUM
Complimentary
Card

G·T·F HAVE never lowered the high standard of effective design, superb typography and speedy service that has characterised our Foundry since its Foundation in 1900

Border Mart

Decorative
Lively
Creative
Fashions

Situated at
Girgaon in
BOMBAY

Artistic
Modernastic
Attractive
Styles

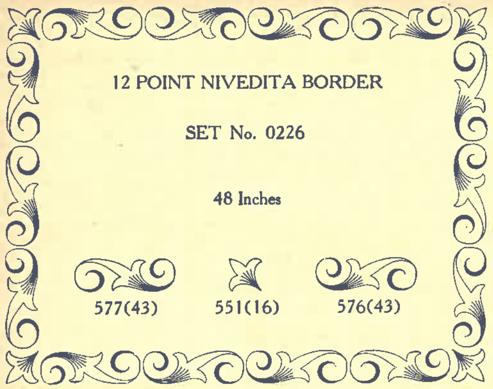
FRIENDLY

is the way we feel toward our customers and the way they grow to feel toward us. Learn what this friendly spirit means in the way of service by sending your Type and Machinery order to us.

GUJARATI TYPE FOUNDRY
BOMBAY

INTELLIGENT USE OF
DISPLAY ORNAMENTS.
DECORATE ALL YOUR
JOBS WITH THE G.T.F.
DECORATORS

NIVEDITA AND NALINI BORDERS

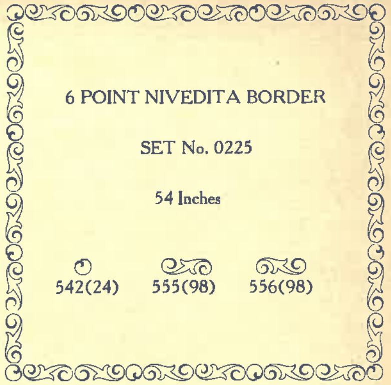


12 POINT NIVEDITA BORDER

SET No. 0226

48 Inches

577(43) 551(16) 576(43)

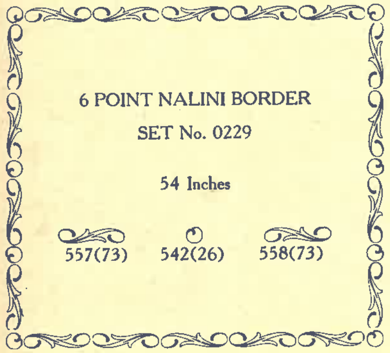


6 POINT NIVEDITA BORDER

SET No. 0225

54 Inches

542(24) 555(98) 556(98)

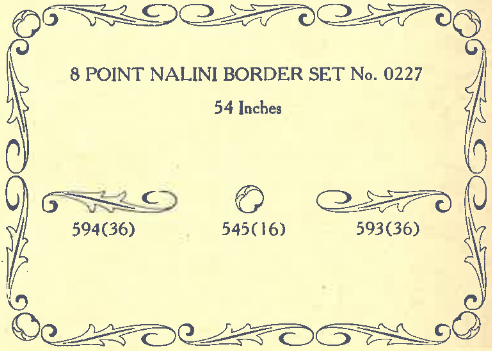


6 POINT NALINI BORDER

SET No. 0229

54 Inches

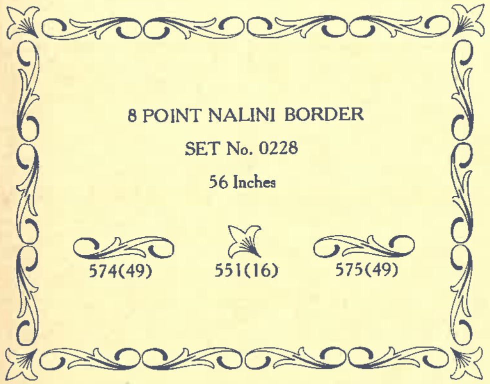
557(73) 542(26) 558(73)



8 POINT NALINI BORDER SET No. 0227

54 Inches

594(36) 545(16) 593(36)

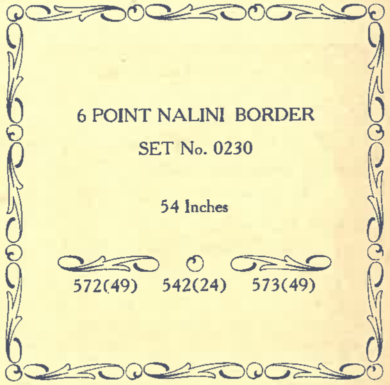


8 POINT NALINI BORDER

SET No. 0228

56 Inches

574(49) 551(16) 575(49)

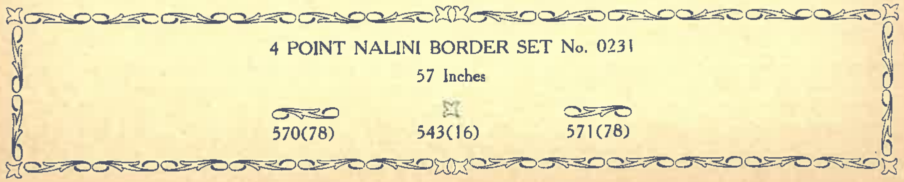


6 POINT NALINI BORDER

SET No. 0230

54 Inches

572(49) 542(24) 573(49)

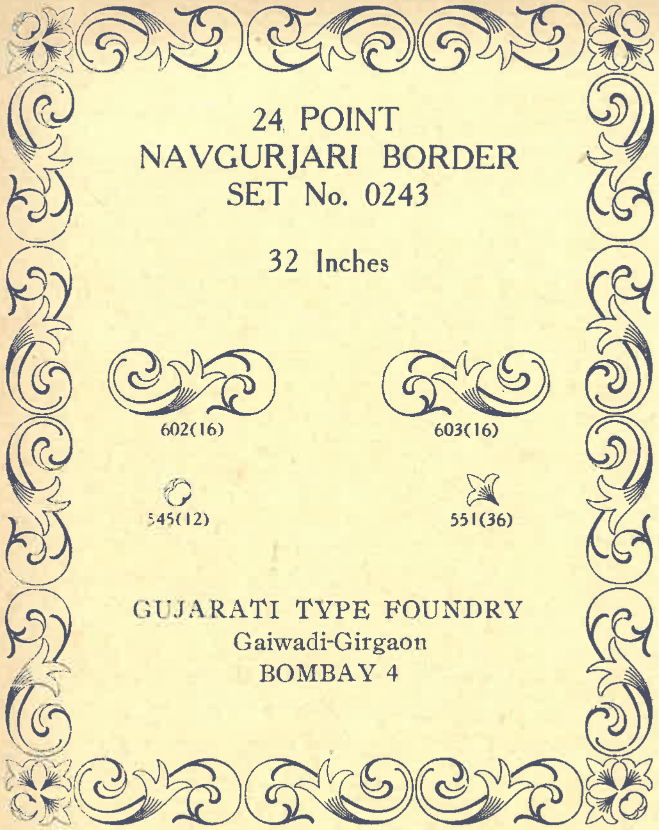


4 POINT NALINI BORDER SET No. 0231

57 Inches

570(78) 543(16) 571(78)

NAVGURJARI, NAUTAM, NANAK AND NAVBHARAT BORDERS



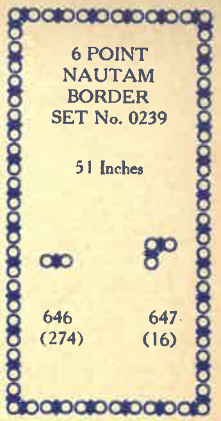
24 POINT
NAVGURJARI BORDER
SET No. 0243

32 Inches

602(16) 603(16)

545(12) 551(36)

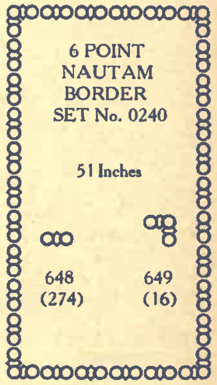
GUJARATI TYPE FOUNDRY
Gaiwadi-Girgaon
BOMBAY 4



6 POINT
NAUTAM
BORDER
SET No. 0239

51 Inches

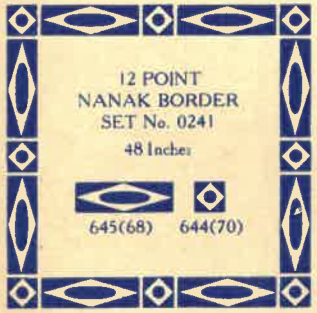
646 (274) 647 (16)



6 POINT
NAUTAM
BORDER
SET No. 0240

51 Inches

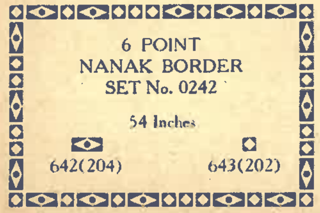
648 (274) 649 (16)



12 POINT
NANAK BORDER
SET No. 0241

48 Inches

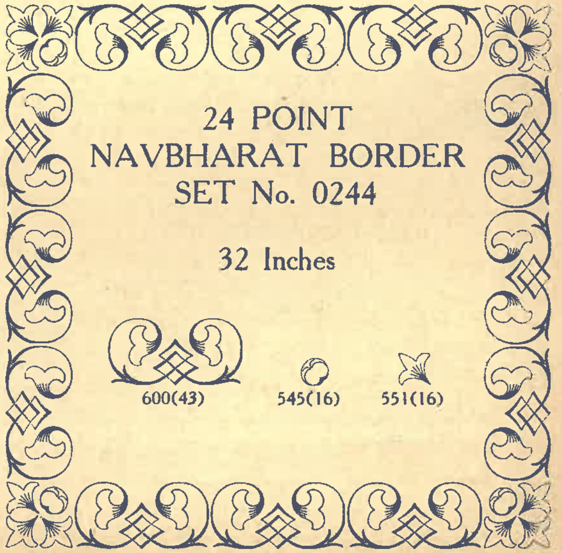
645(68) 644(70)



6 POINT
NANAK BORDER
SET No. 0242

54 Inches

642(204) 643(202)

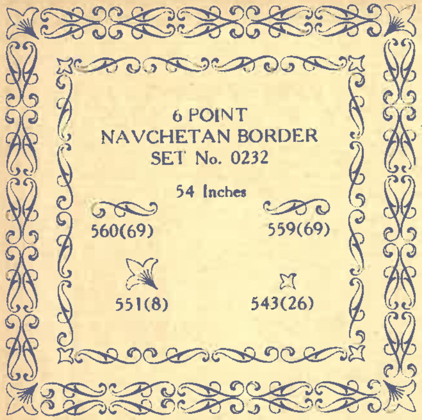


24 POINT
NAVBHARAT BORDER
SET No. 0244

32 Inches

600(43) 545(16) 551(16)

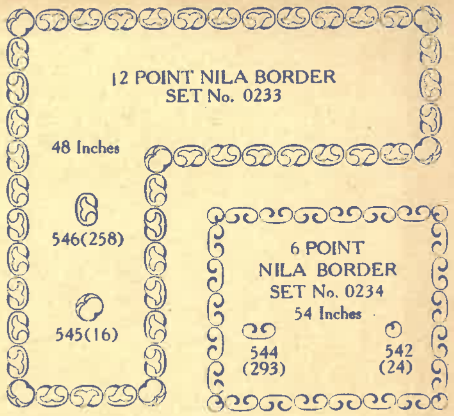
NAVCHETAN, NILA AND NARVAHAN BORDERS


6 POINT
NAVCHETAN BORDER
SET No. 0232

54 Inches

560(69) 559(69)

551(8) 543(26)


12 POINT NILA BORDER
SET No. 0233

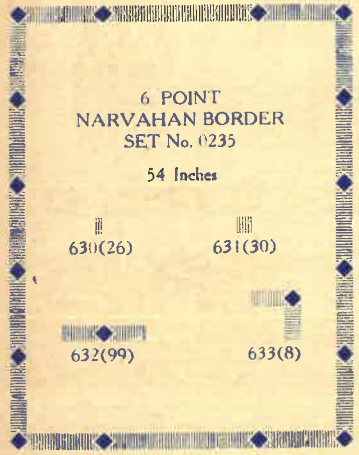
48 Inches

546(258)

545(16)

6 POINT
NILA BORDER
SET No. 0234
54 Inches

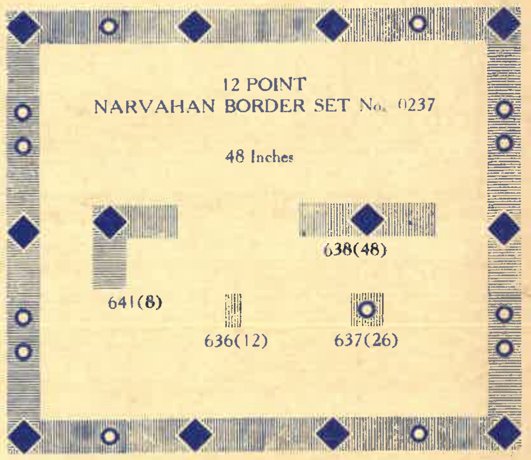
544 (293) 542 (24)


6 POINT
NARVAHAN BORDER
SET No. 0235

54 Inches

630(26) 631(30)

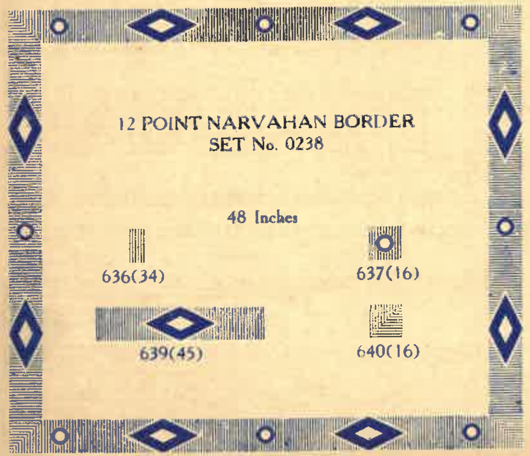
632(99) 633(8)


12 POINT
NARVAHAN BORDER SET No. 0237

48 Inches

638(48)

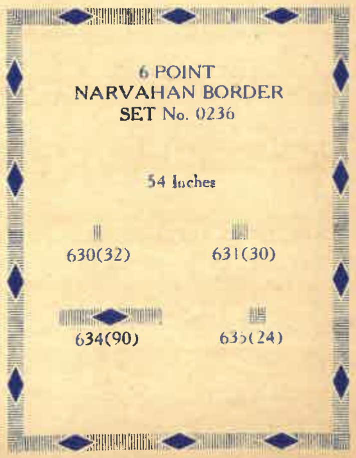
641(8) 636(12) 637(26)


12 POINT NARVAHAN BORDER
SET No. 0238

48 Inches

636(34) 637(16)

639(45) 640(16)

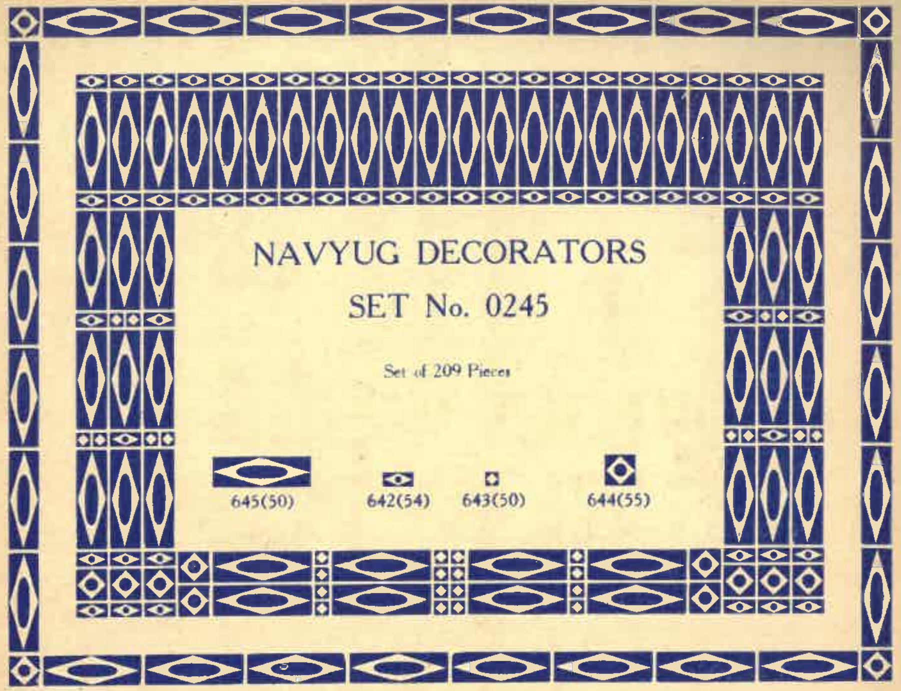

6 POINT
NARVAHAN BORDER
SET No. 0236

54 Inches

630(32) 631(30)

634(90) 635(24)

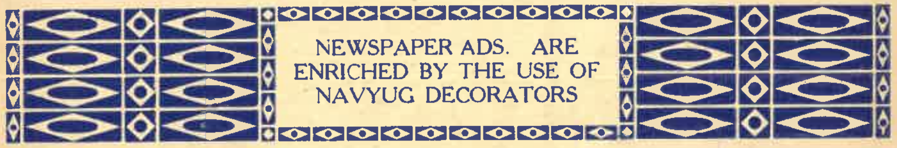
NAVYUG DECORATORS

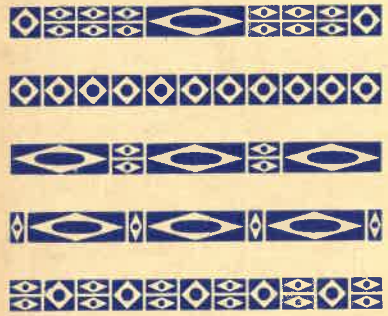

NAVYUG DECORATORS

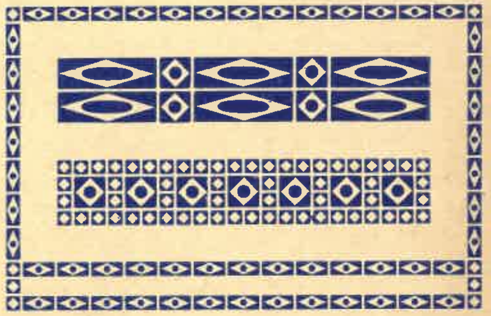
SET No. 0245

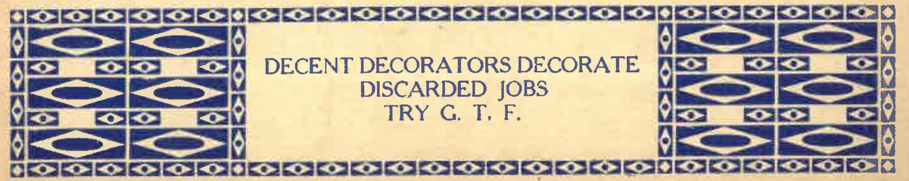
Set of 209 Pieces

645(50) 642(54) 643(50) 644(55)

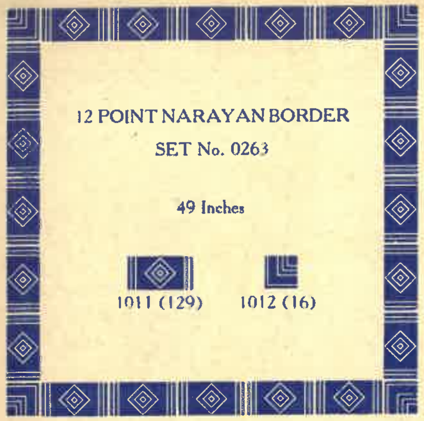

NEWSPAPER ADS. ARE
ENRICHED BY THE USE OF
NAVYUG DECORATORS






DECENT DECORATORS DECORATE
DISCARDED JOBS
TRY G. T. F.

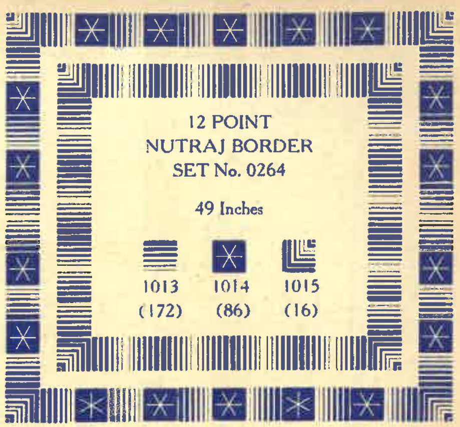
6 AND 12 POINT BORDERS



12 POINT NARAYAN BORDER
SET No. 0263

49 Inches

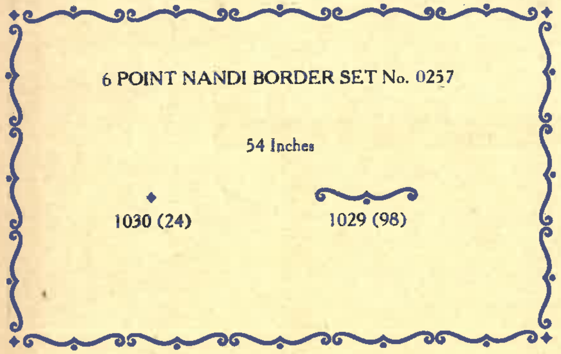
1011 (129) 1012 (16)



12 POINT
NUTRAJ BORDER
SET No. 0264

49 Inches

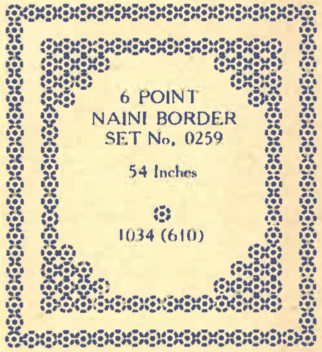
1013 (172) 1014 (86) 1015 (16)



6 POINT NANDI BORDER SET No. 0257

54 Inches

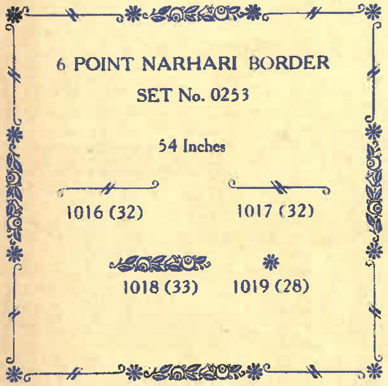
1030 (24) 1029 (98)



6 POINT
NAINI BORDER
SET No. 0259

54 Inches

1034 (610)

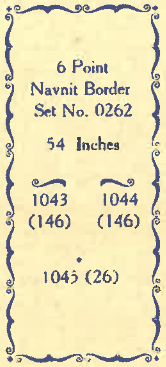


6 POINT NARHARI BORDER
SET No. 0253

54 Inches

1016 (32) 1017 (32)

1018 (33) 1019 (28)

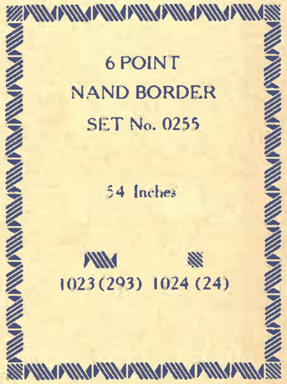


6 Point
Navnit Border
Set No. 0262

54 Inches

1043 (146) 1044 (146)

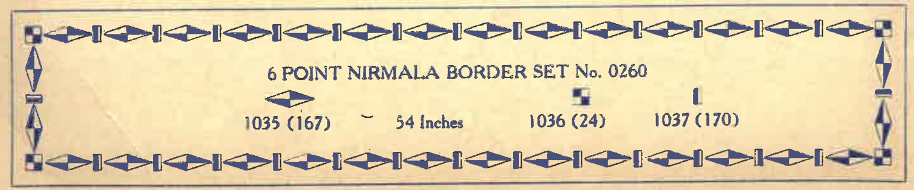
1045 (26)



6 POINT
NAND BORDER
SET No. 0255

54 Inches

1023 (293) 1024 (24)

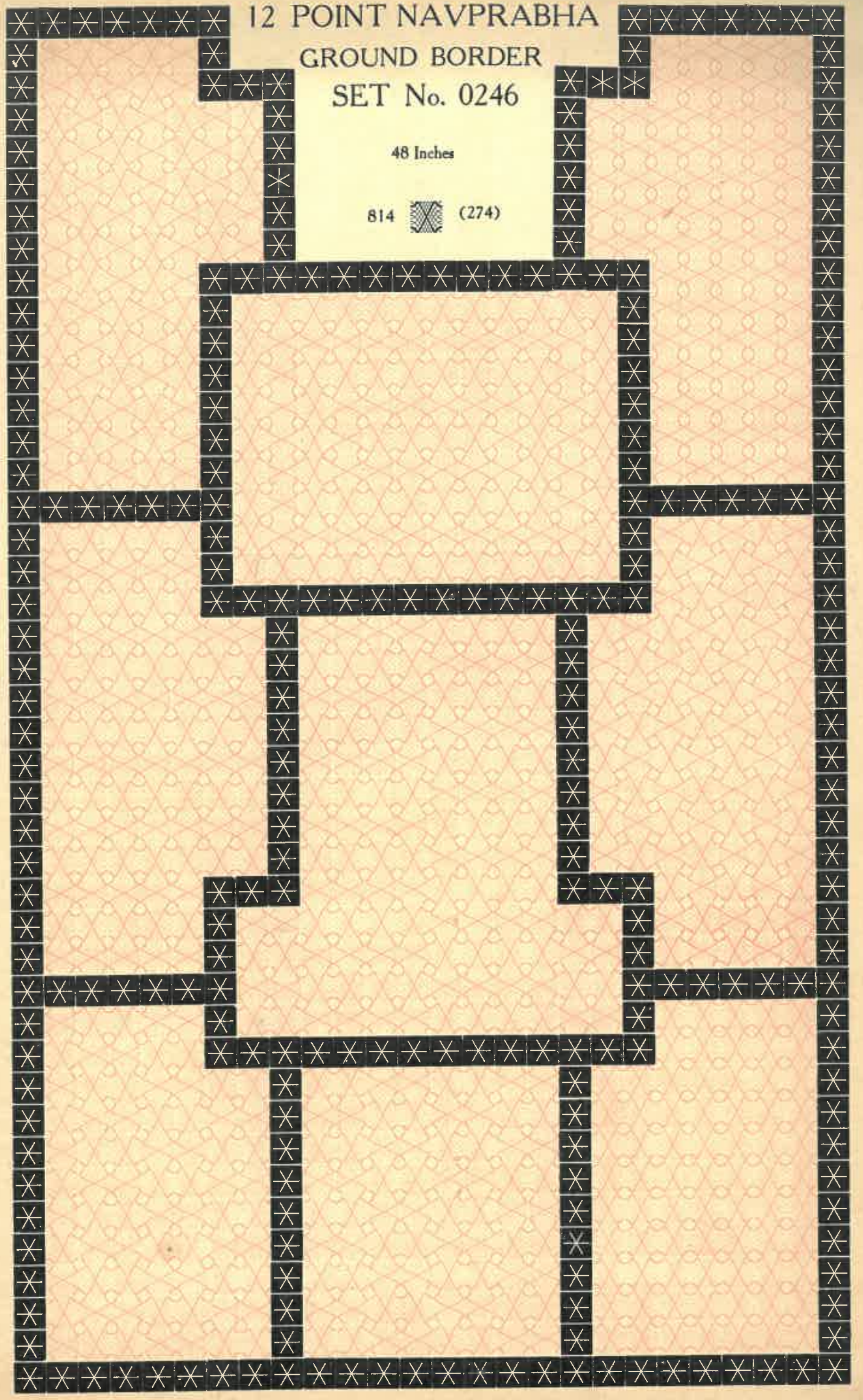


6 POINT NIRMALA BORDER SET No. 0260

1035 (167) 54 Inches 1036 (24) 1037 (170)

---

12 POINT NAVPRABHA
GROUND BORDER
SET No. 0246



48 Inches

814 (274)

NAGESHWAR GROUND BORDER SET NO. 0252

GUJARATI TYPE FOUNDRY · GAIWADI · GIRGAON · BOMBAY 4

8 POINT NAGESHWAR
GROUND BORDER
SET No. 0252
55 Inches
1042
(463)

ACADEMY OF

STUDIES IN
1 COMPOSING
2 MACHINE-MINDING
3 PROOFREADING
4 BOOKBINDING

PRINTING

Your subscription
EXPIRES
This Month!
To receive future issues without interruption send your

RENEWAL

Check To-day

◆

THE FLAG

Come men, and women, and children all,
  Unfurl the national Flag;
When Freedom's bugle sounds the call,
  What wretch behind will lag?
Three colours and a wonder wheel
  Untie in this ensign;
Non-violence's mystic seal
  Stamps on it strength divine.
Matchless its creed of service and love,
  Symbol of unity;
Gentle as a mother dove,
  Yet bold as liberty.
Then come ye all, or young or old,
  Homage true to pay;
The great ideal it doth uphold,
  Oh, know it while you may.

◆

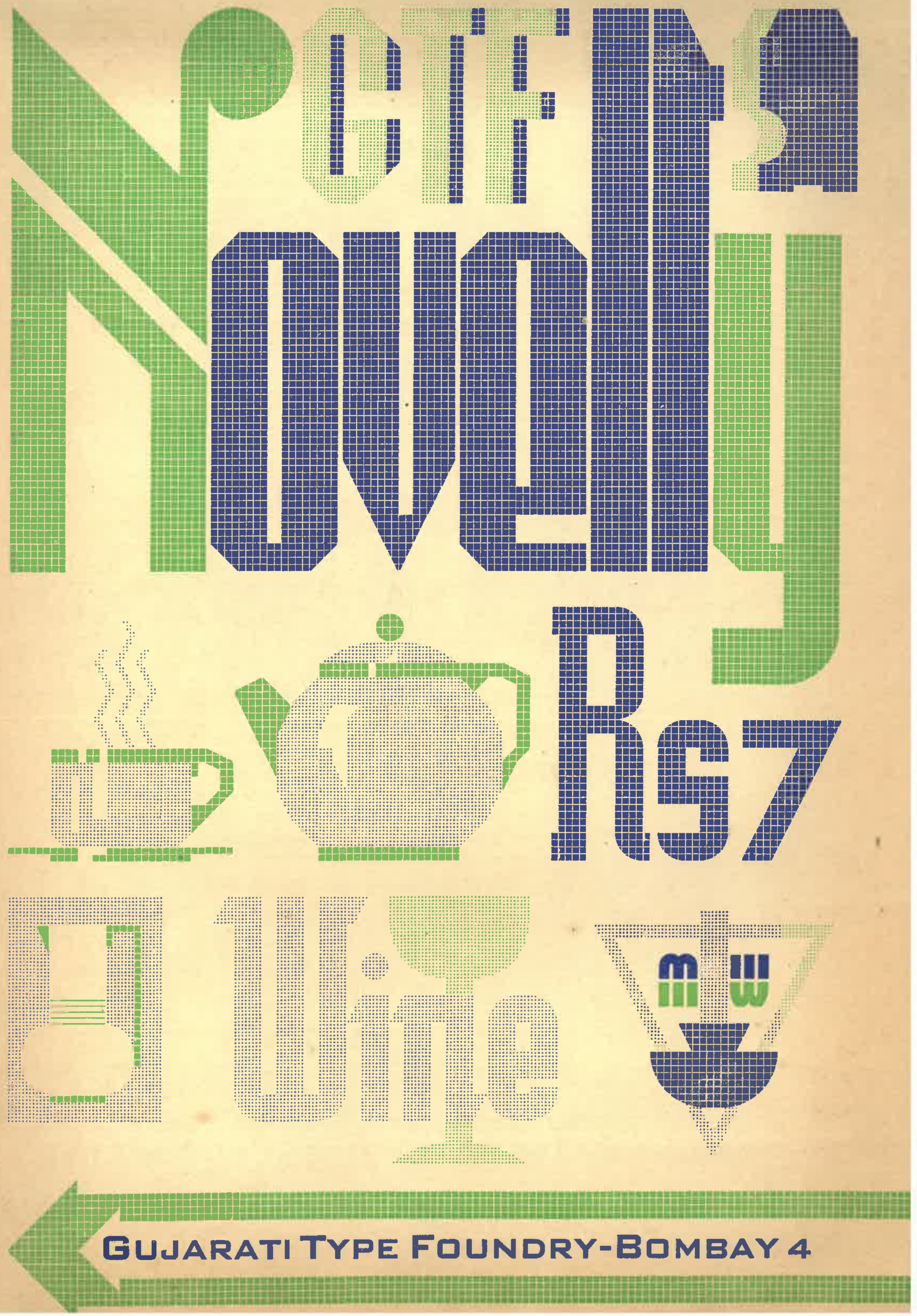
Good Books
on Printing
never Grow Old.
We sell them—
Gujarati Type Foundry
Gaiwadi-Girgaon

PROOF

This proof does not show paper stock nor quality of press work.

PLEASE O. K.
and RETURN

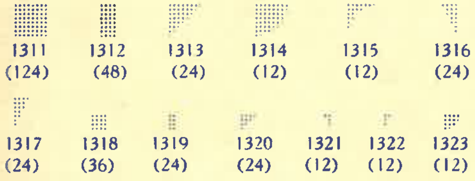
NATIONAL PRINTERY
GIRGAON, BOMBAY 4



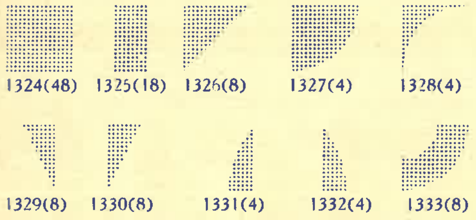
GUJARATI TYPE FOUNDRY-BOMBAY 4

Novelty

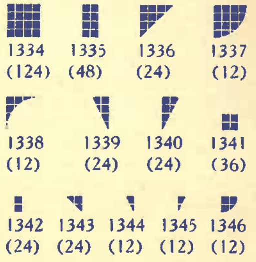
NOVELTY SET No. 0272 388 Pieces


1311 (124)
1312 (48)
1313 (24)
1314 (12)
1315 (12)
1316 (24)
1317 (24)
1318 (36)
1319 (24)
1320 (24)
1321 (12)
1322 (12)
1323 (12)

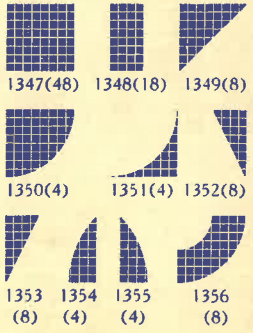
NOVELTY SET No. 0273 114 Pieces

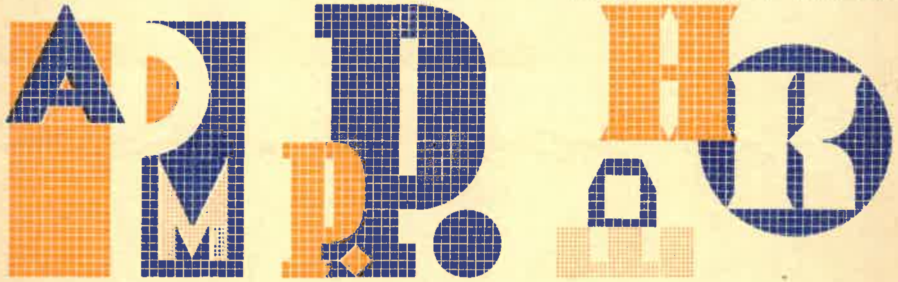

1324(48)
1325(18)
1326(8)
1327(4)
1328(4)
1329(8)
1330(8)
1331(4)
1332(4)
1333(8)

NOVELTY SET No. 0274 388 Pieces


1334 (124)
1335 (48)
1336 (24)
1337 (12)
1338 (12)
1339 (24)
1340 (24)
1341 (36)
1342 (24)
1343 (24)
1344 (12)
1345 (12)
1346 (12)

NOVELTY SET No. 0275 114 Pieces


1347(48)
1348(18)
1349(8)
1350(4)
1351(4)
1352(8)
1353 (8)
1354 (4)
1355 (4)
1356 (8)



BLOCKS!

For Set Prices see separate Price List

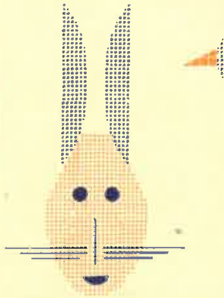
ROYAL DAIRY FARM

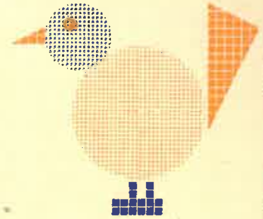
MANUFACTURERS OF

FINEST TABLE BUTTER

LAXMI NIVAS, CLARE ROAD, BOMBAY

GTF COFFEE



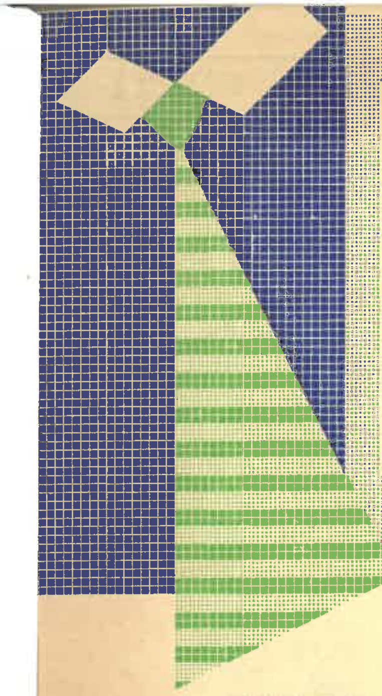


RADIO

SHOP

G.T.F. Solution

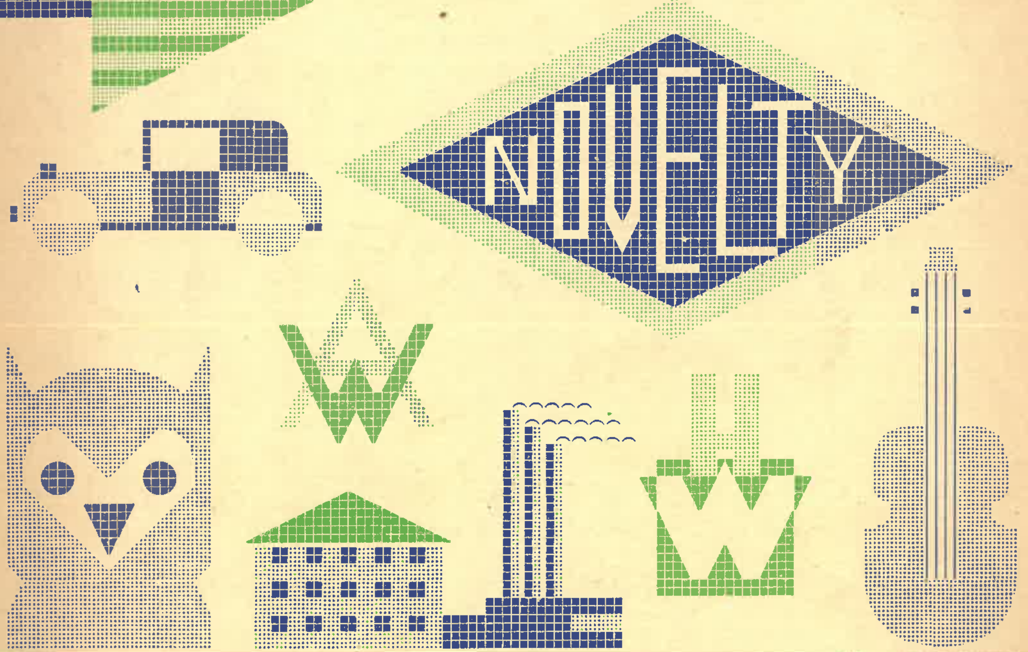
G.T.F.
LABORATORY



INDIAN HOSIERY MART

Nothing will attract young men to this shop more than a display of new TIES. This year there are new styles, new fabrics, new designs—as correct as they are varied. Come and see them soon.

186, GRANT ROAD-BOMBAY



NOVELTY

LittleCubes of Metal used with a Little Thinking would do Wonders. They Enrich, Decorate and Beautify Printing. This is absolutely true. Try Novelty To-day

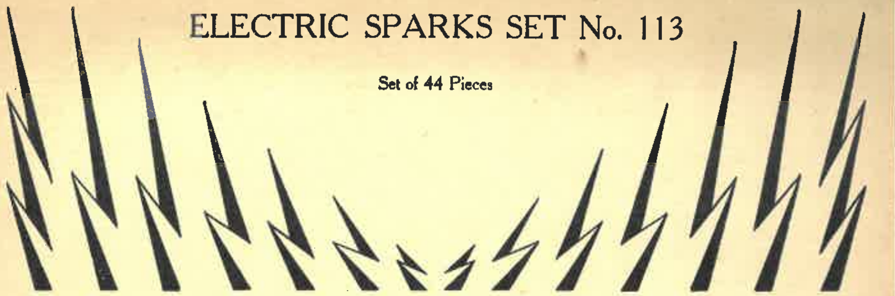
GUJARATI TYPE FOUNDRY

MANUFACTURERS OF NOVELTIES IN TYPOGRAPHY

BOMBAY 4

ELECTRIC SPARKS SET No. 113

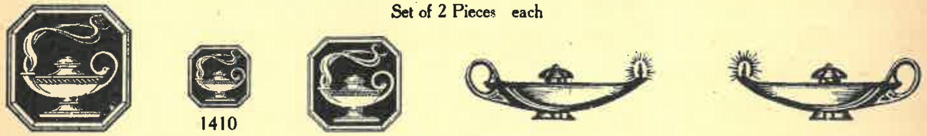
Set of 44 Pieces



481(2) 483(2) 485(2) 487(4) 489(4) 491(4) 493(4)494(4)492(4) 490(4) 488(4) 486(2) 484(2) 482(2)

ALADDIN LAMP SET No. 297

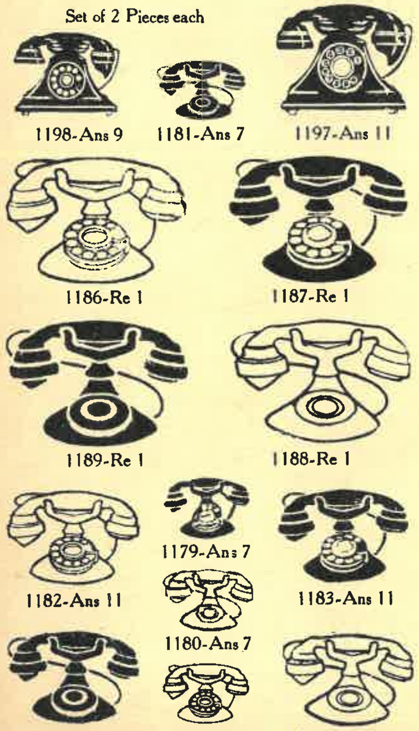
Set of 2 Pieces each



1408-Ans 11 · 1410 Ans 6 · 1409-Ans 9 · 1216-Ans 14 · 1217-Ans 14

MODERN STYLE TELEPHONE SET No. 114

Set of 2 Pieces each



1198-Ans 9 · 1181-Ans 7 · 1197-Ans 11

1186-Re 1 · 1187-Re 1

1189-Re 1 · 1188-Re 1

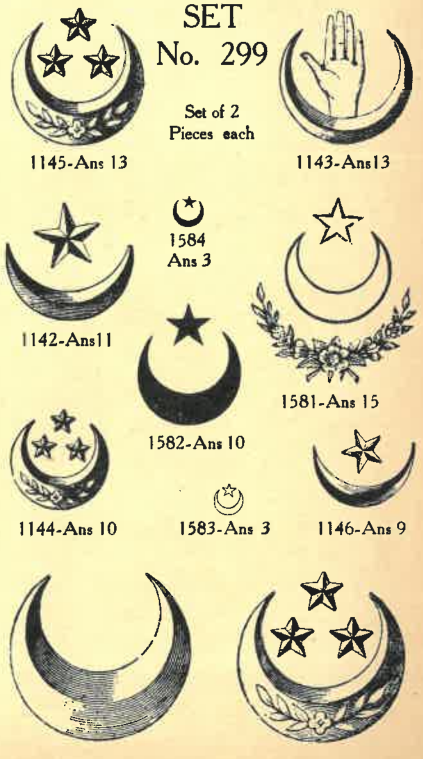
1182-Ans 11 · 1179-Ans 7 · 1183-Ans 11 · 1180-Ans 7

1185-Ans 11 · 1178-Ans 7 · 1185-Ans 11

ISLAM EMBLEMS

SET No. 299

Set of 2 Pieces each



1145-Ans 13 · 1143-Ans13

1584 Ans 3 · 1142-Ans11 · 1582-Ans 10 · 1581-Ans 15

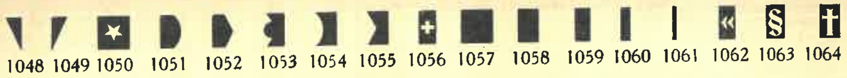
1144-Ans 10 · 1583-Ans 3 · 1146-Ans 9

1147-Ans 15 · 1148-Ans 15

For Set Prices see separate Price List

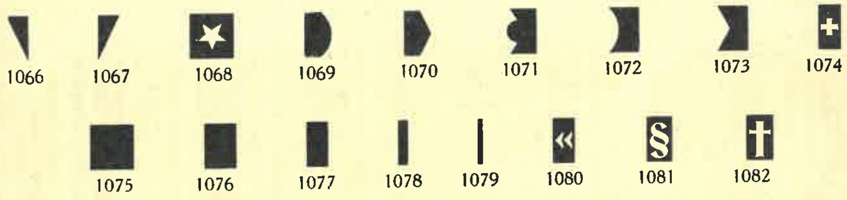
12 POINT NATVAR DECORATORS SET No. 0265

Set of 8 Pieces each


1048
1049
1050
1051
1052
1053
1054
1055
1056
1057
1058
1059
1060
1061
1062
1063
1064

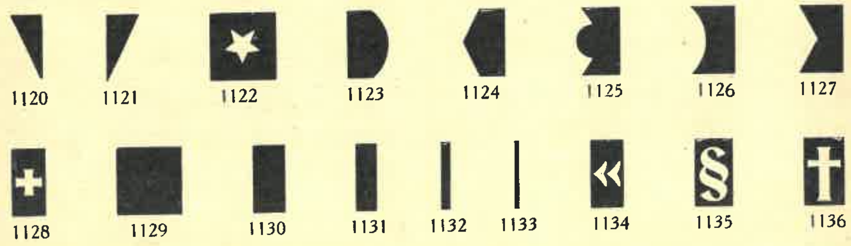
16 POINT NATVAR DECORATORS SET No. 0266

Set of 6 Pieces each


1066
1067
1068
1069
1070
1071
1072
1073
1074
1075
1076
1077
1078
1079
1080
1081
1082

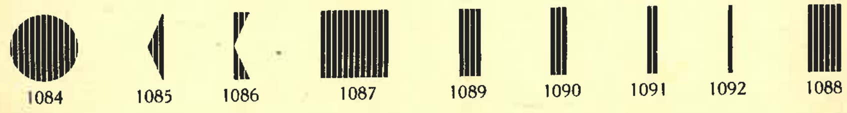
24 POINT NATVAR DECORATORS SET No. 0267

Set of 4 Pieces each


1120
1121
1122
1123
1124
1125
1126
1127
1128
1129
1130
1131
1132
1133
1134
1135
1136

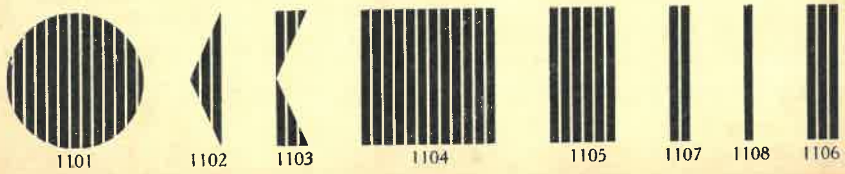
24 POINT NARENDRA DECORATORS SET No. 0268

Set of 5 Pieces each


1084
1085
1086
1087
1089
1090
1091
1092
1088

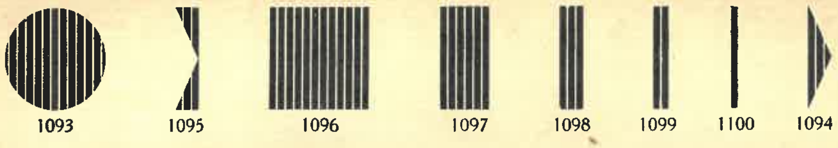
48 POINT NARENDRA DECORATORS SET No. 0270

Set of 3 Pieces each


1101
1102
1103
1104
1105
1107
1108
1106

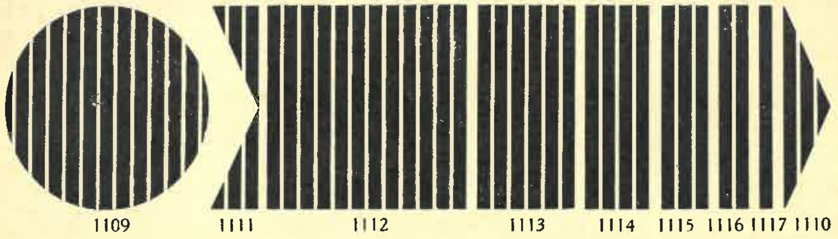
36 POINT NARENDRA DECORATORS SET No. 0269

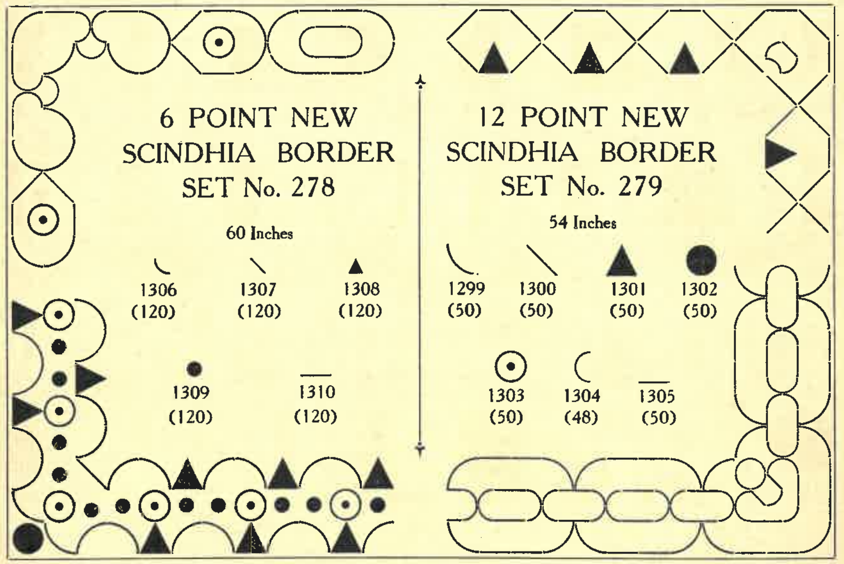
Set of 4 Pieces each


1093
1095
1096
1097
1098
1099
1100
1094

72 POINT NARENDRA DECORATORS SET No. 0271

Set of 2 Pieces each


1109
1111
1112
1113
1114
1115
1116
1117
1110

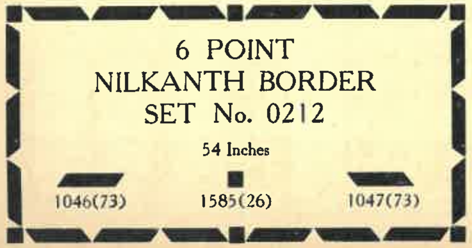

1306
(120)
1307
(120)
1308
(120)
1309
(120)
1310
(120)
1299
(50)
1300
(50)
1301
(50)
1302
(50)
1303
(50)
1304
(48)
1305
(50)

6 POINT NEW SCINDHIA BORDER SET No. 278

60 Inches

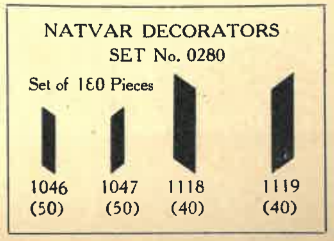
12 POINT NEW SCINDHIA BORDER SET No. 279

54 Inches


1046(73)
1585(26)
1047(73)

6 POINT NILKANTH BORDER SET No. 0212

54 Inches

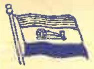

1046
(50)
1047
(50)
1118
(40)
1119
(40)

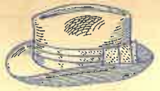
NATVAR DECORATORS SET No. 0280

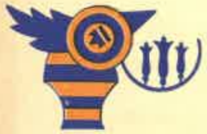
Set of 180 Pieces

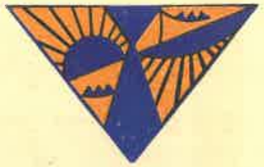
MISCELLANEOUS EMBLEMS
SET No. 298

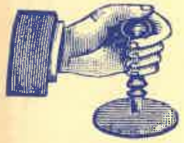
Set of 2 Pieces each

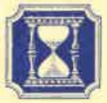

1196-Ans 6

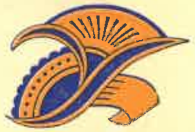

1177-Ans 15


1175-1176-Rs 2


1171-1172-Rs 2/8

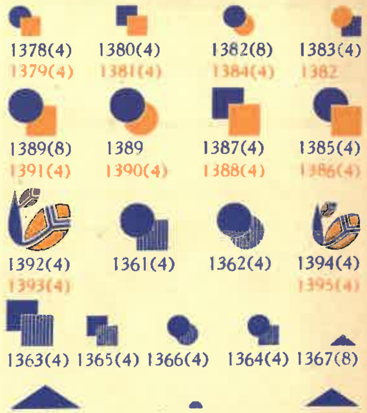

1149-Ans 15


1411-Ans 9


1173-1174-Rs 2

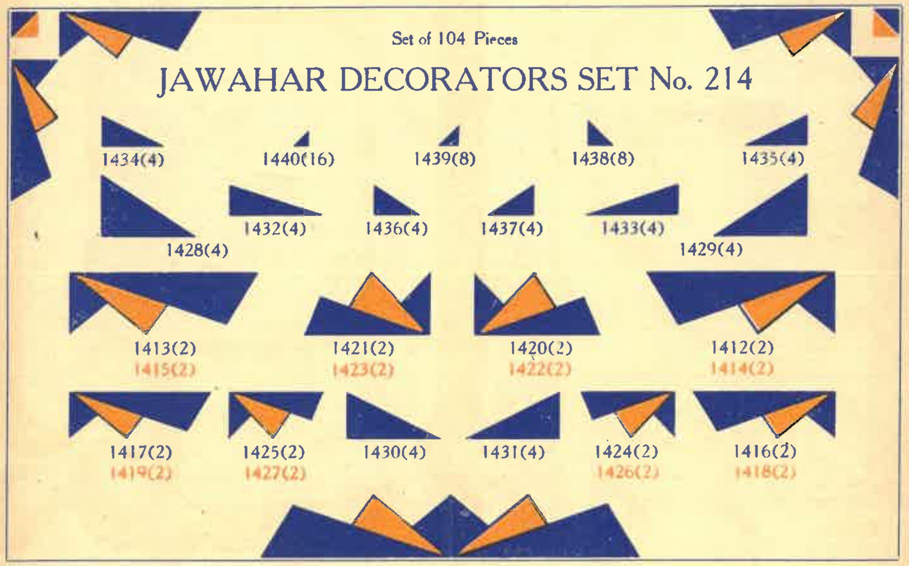
JAWAHAR DECORATORS
SET No. 213

Set of 136 Pieces


1378(4)
1379(4)
1380(4)
1381(4)
1382(8)
1384(4)
1383(4)
1382
1389(8)
1391(4)
1389
1390(4)
1387(4)
1388(4)
1385(4)
1386(4)
1392(4)
1393(4)
1361(4)
1362(4)
1394(4)
1395(4)
1363(4)
1365(4)
1366(4)
1364(4)
1367(8)
1368(4)
1369(16)
1360(4)

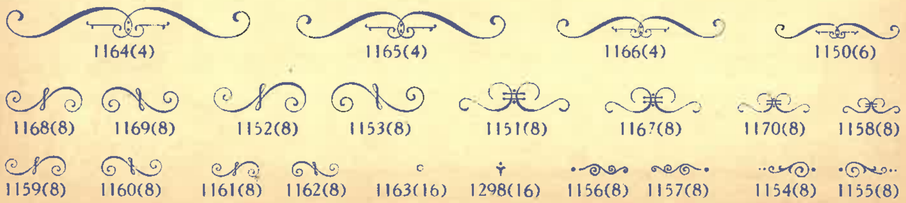
Set of 104 Pieces

JAWAHAR DECORATORS SET No. 214


1434(4)
1440(16)
1439(8)
1438(8)
1435(4)
1432(4)
1436(4)
1437(4)
1433(4)
1428(4)
1429(4)
1413(2)
1415(2)
1421(2)
1423(2)
1420(2)
1422(2)
1412(2)
1414(2)
1417(2)
1419(2)
1425(2)
1427(2)
1430(4)
1431(4)
1424(2)
1426(2)
1416(2)
1418(2)

KUMARPAL DECORATORS SET No. 281

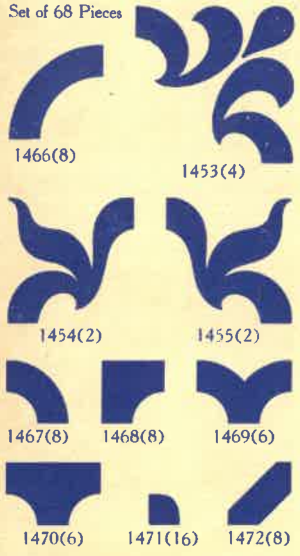
Set of 178 Pieces


1164(4)
1165(4)
1166(4)
1150(6)
1168(8)
1169(8)
1152(8)
1153(8)
1151(8)
1167(8)
1170(8)
1158(8)
1159(8)
1160(8)
1161(8)
1162(8)
1163(16)
1298(16)
1156(8)
1157(8)
1154(8)
1155(8)

RULE CORNERS

CORNERS FOR 12 POINT PLAIN BRASS RULE SET No. 287

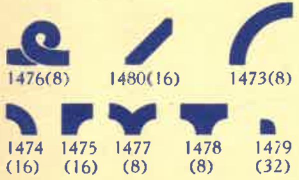
Set of 68 Pieces


1466(8)
1453(4)
1454(2)
1455(2)
1467(8)
1468(8)
1469(6)
1470(6)
1471(16)
1472(8)

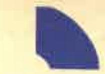
Easily used with our 12 Point Brass Rule No. 114

CORNERS FOR 6 POINT PLAIN BRASS RULE SET No. 288

Set of 112 Pieces


1476(8)
1480(16)
1473(8)
1474 (16)
1475 (16)
1477 (8)
1478 (8)
1479 (32)

Easily used with our 6 Point Brass Rule No. 106


1451(4)
1580(8)
1452(4)

CORNERS FOR 18 POINT PLAIN BRASS RULE SET No. 286

Set of 16 Pieces

Easily used with our 18 Point Brass Rule No. 115

ARTISTIC CORNERS of this kind add attraction to your Ads and Label Displays.

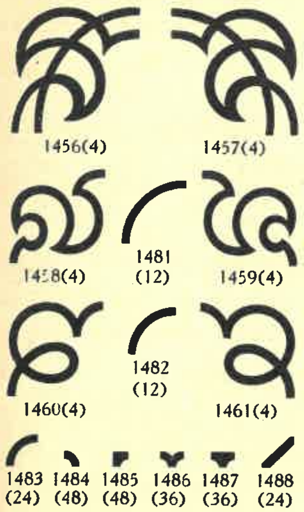
G. T. F. Rule Corners signify attractiveness, grace, dignity and direct appeal value.

The shortest cut to do good printing is to use G. T. F. Products.

GUJARATI
TYPE
FOUNDRY
BOMBAY 4

CORNERS FOR 3 POINT PLAIN BRASS RULE SET No. 289

Set of 264 Pieces



1456(4) 1457(4)

1458(4) 1481 (12) 1459(4)

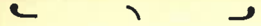
1460(4) 1482 (12) 1461(4)

1483 (24) 1484 (48) 1485 (48) 1486 (36) 1487 (36) 1488 (24)

Easily used with our 3 Point Brass Rule No. 4

CORNERS & TERMINALS FOR 1 POINT PLAIN BRASS RULE SET No. 295

Set of 144 Pieces

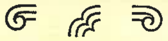


1522(48) 1521(48) 1523(48)

Easily used with our 1 Point Brass Rule No. 1

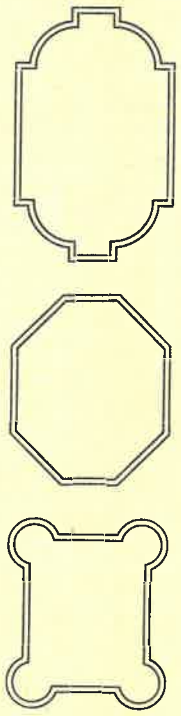
CORNERS AND TERMINALS SET No. 294

Set of 48 Pieces



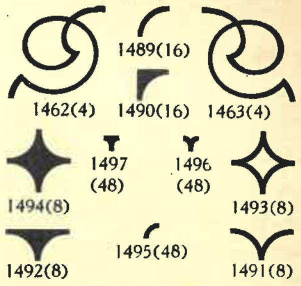
1519 (16) 1518 (16) 1520 (16)

Easily used with our 1½ point Brass Rule No. 13



CORNERS FOR 2 POINT PLAIN BRASS RULE SET No. 290

Set of 216 Pieces



1489(16)

1462(4) 1490(16) 1463(4)

1497 (48) 1496 (48)

1494(8) 1493(8)

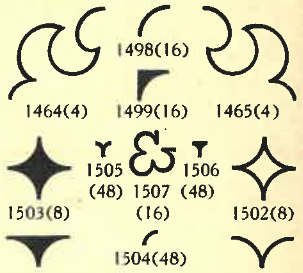
1495(48)

1492(8) 1491(8)

Easily used with our 2 Point Brass Rule No. 3

CORNERS FOR 1½ POINT PLAIN BRASS RULE SET No. 291

Set of 232 Pieces



1498(16)

1464(4) 1499(16) 1465(4)

1505 (48) 1507 (16) 1506 (48)

1503(8) 1502(8)

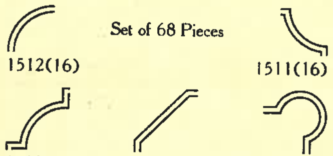
1504(48)

1501(8) 1500(8)

Easily used with our 1½ Point Brass Rule No. 2

CORNERS FOR 3 POINT DOUBLE MEDIUM BRASS RULE SET No. 292

Set of 68 Pieces



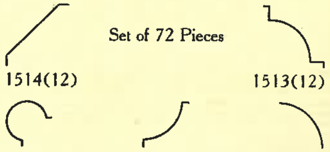
1512(16) 1511(16)

1508(12) 1509(12) 1510(12)

Easily used with our 3-pt. Brass Rule No. 35

CORNERS FOR 1½ POINT MEDIUM CENTRE FACE BRASS RULE SET No. 293

Set of 72 Pieces

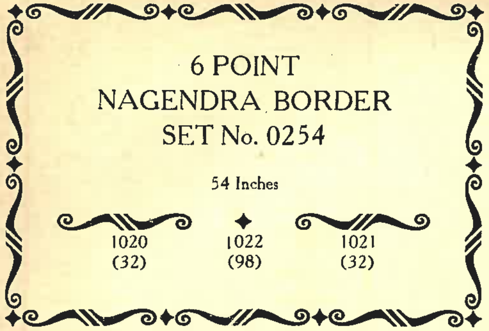


1514(12) 1513(12)

1515(16) 1516(16) 1517(16)

Easily used with our 1½ Point Brass Rule No. 13

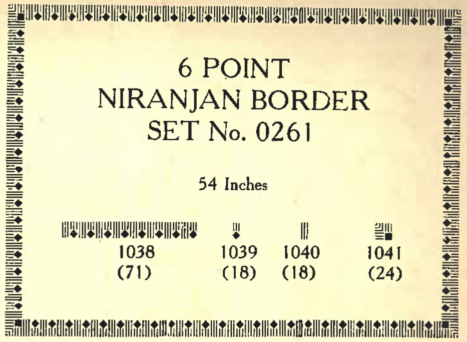
BORDERS AND DECORATORS



6 POINT NAGENDRA BORDER SET No. 0254

54 Inches

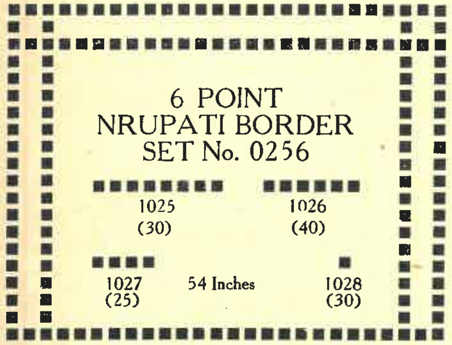
1020 (32) 1022 (98) 1021 (32)



6 POINT NIRANJAN BORDER SET No. 0261

54 Inches

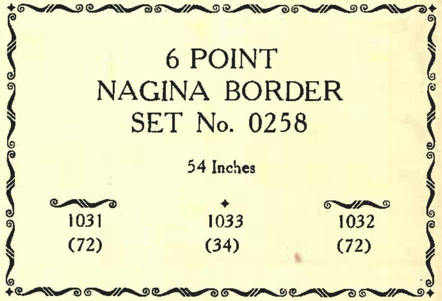
1038 (71) 1039 (18) 1040 (18) 1041 (24)



6 POINT NRUPATI BORDER SET No. 0256

1025 (30) 1026 (40)

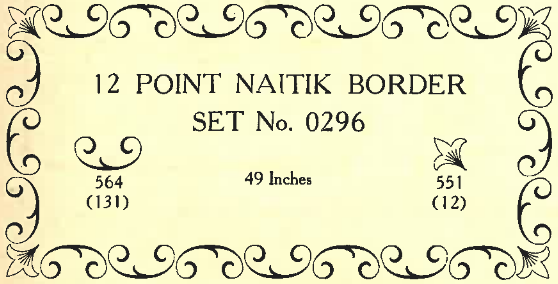
1027 (25) 54 Inches 1028 (30)



6 POINT NAGINA BORDER SET No. 0258

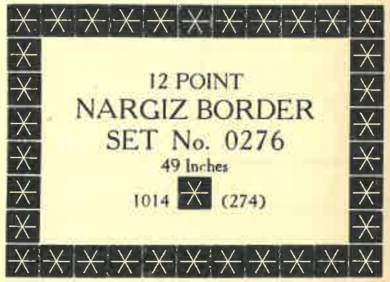
54 Inches

1031 (72) 1033 (34) 1032 (72)



12 POINT NAITIK BORDER SET No. 0296

564 (131) 49 Inches 551 (12)



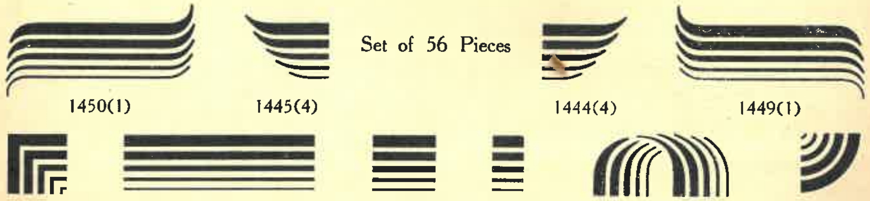
12 POINT NARGIZ BORDER SET No. 0276

49 Inches

1014 (274)

JANAK DECORATORS SET No. 215

Set of 56 Pieces



1450(1) 1445(4) 1444(4) 1449(1)

1446(4) 1441(10) 1442(8) 1443(16) 1448(4) 1447(4)

D.

OMBAY............19

IDIAN PRINTERS' BANKING CORPORATION

AY TO......................OR BEARER

JPEES..........

S.........

FOLIO .... ENTERED AT LEDGER

No.......... BOMBAY.......... 19

INDIAN PRINTERS' BANKING CORPORATION

PAY TO .... OR BEARER

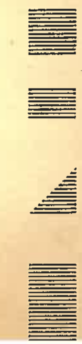
SUM OF RUPEES

Rs

.... PROPRIETOR

18 POINT CHEQUE LINES SET No. 144

26 Inches


270(34)
1138(16)
272(12)
271(12)

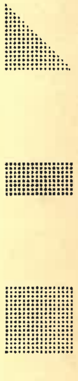
24 POINT CHEQUE LINES SET No. 277

26 Inches

265(13)
266(10)
264(22)
923(16)

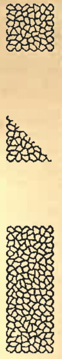
24 POINT NOVEL CHEQUE SCREENS SET No. [redacted] 0300

26 Inches


1324(51)
1325(11)
1326(16)

18 POINT CHEQUE CRUMBS SET No. 224

26 Inches

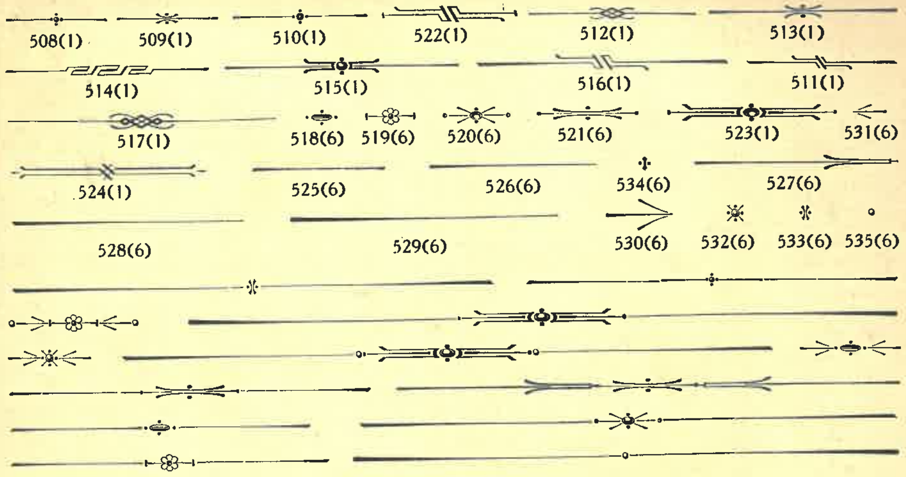

204(21)
1137(16)
205(32)

r Set Prices see separate Price List

---

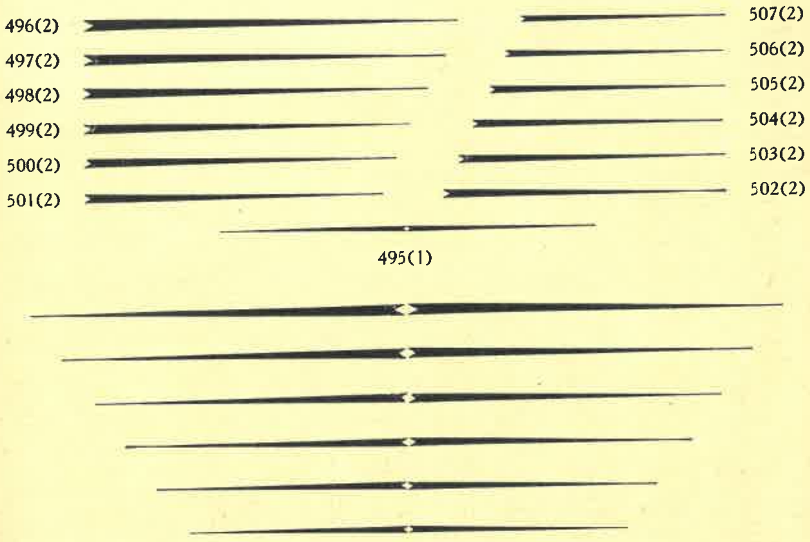
10 POINT COMBINATION DASHES SET No. 116

Set of 103 Pieces


508(1)
509(1)
510(1)
522(1)
512(1)
513(1)
514(1)
515(1)
516(1)
511(1)
517(1)
518(6)
519(6)
520(6)
521(6)
523(1)
531(6)
524(1)
525(6)
526(6)
534(6)
527(6)
528(6)
529(6)
530(6)
532(6)
533(6)
535(6)

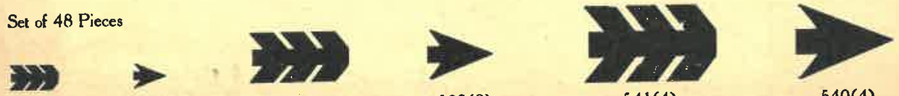
10 POINT KUNTI DASHES SET No. 115

Set of 25 Pieces


496(2)
497(2)
498(2)
499(2)
500(2)
501(2)
507(2)
506(2)
505(2)
504(2)
503(2)
502(2)
495(1)

ARROW INDICATORS SET No. 117

Set of 48 Pieces


537(12)
536(12)
539(8)
538(8)
541(4)
540(4)

For Set Prices see separate Price List

SIGNS, SPARKS AND BORDERS

10 POINT
HIGHER MATHEMATICAL SIGNS
SET No. 284

Font Weight 4 lbs

⋕	#	∅	▱	⧈	⌀
1524	1525	1526	1527	1528	1529
⊟	∢	∢	⊿	⌓	
1530	1531	1532	1533	1534	
△	≦	≧	≅	⊻	⫫
1535	1536	1537	1538	1539	1540
⊥	∓	‡	÷	∷	∼
1541	1542	1543	1544	1545	1546
/\/	⌑	◺	▱	‖‖	‖
1568 12pt.	1569 12pt.	1570 12pt.	1579 12pt.	1644	1643

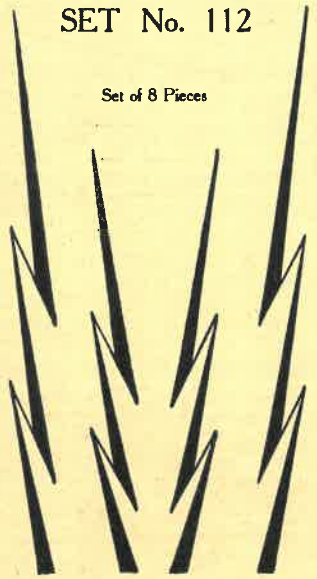
10 POINT
TECHNICAL SIGNS
SET No. 285

Font Weight 4 lbs

↳	↲	↯	ϟ	⊗		
1547	1548	1549	1550	1551		
Ⓘ	Ⓘ	Ⓘ	☆	⅄	⅄	
1552	1553	1554	1555	1556	1557	
⊢⊣	○	⊖	σ	ஃ	⊡	⊠
1558	1559	1560	1561	1562	1563	1564
◩	♉	●	⟶	⟵		
1565	1566	1567	1571	1572		
→	←	↗	↖	↘	↙	
1573	1574	1575	1576	1577	1578	

ELECTRIC SPARKS
SET No. 112

Set of 8 Pieces



477(2) 479(2) 480(2) 478(2)

4 POINT
PEARL BORDER
SET No. 283

66 Inches

°°	∘∘○○○∘∘	∘∘∘∘∘∘∘∘
1288 (36)	1290 (12)	1291 (120)
∘∘∘○∘∘	∘∘∘∘	○
1292 (16)	1293 (84)	1296 (18)

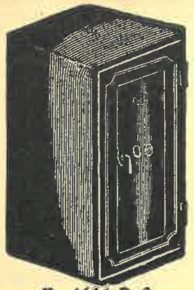
6 POINT SARASWATI BORDER

Set No. 302 60 Inches

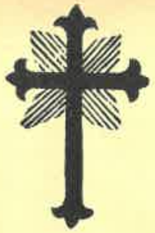
1637(120) 1638(84) 1639(72)

GUJARATI TYPE FOUNDRY
GAIWADI - GIRGAON - BOMBAY 4

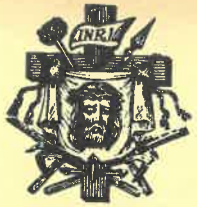
For Set Prices see separate Price List



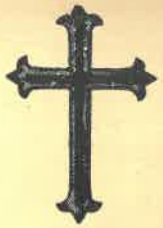
Em 1614-Rs 2



Em 1629-Re 1/8

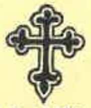


Em 1621-Re 1/8

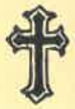


Em 1628-Re 1/8

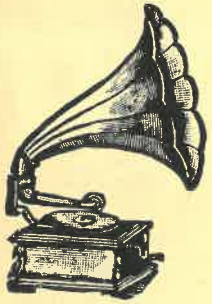
CROSS EMBLEMS



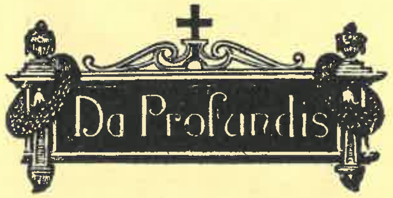
Em 1625
Re 1



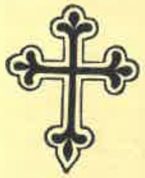
Em 1624
Re 1



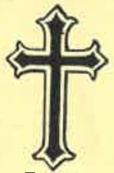
Em 1616-Rs 2



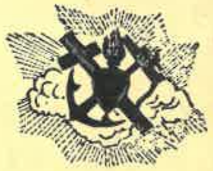
Em 1620-Rs 2



Em 1626-Re 1/8

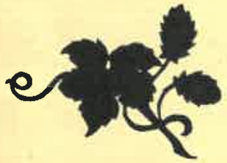


Em 1627
Re 1/8

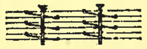


Em1622- Re 1/8

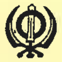
GENERAL EMBLEMS



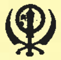
Em 1617-Ans 14



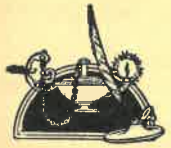
Em 1631-Ans12



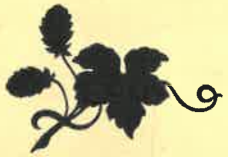
Em 876
Ans 8



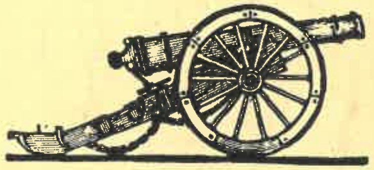
Em 877
Ans 8



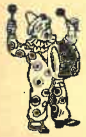
Em 1661-Ans 14



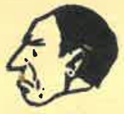
Em 1623-Ans 14



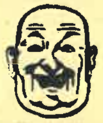
Em 1615-Rs 2



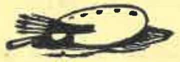
Em1646-Ans 12



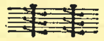
Em 1619
Ans 12



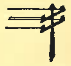
Em 1618
Ans 12



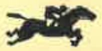
Em 1645-Ans 14



Em 1632
Ans 12

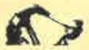


Em1633-Ans 10

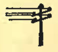


Em1635
Ans 14

Em 617
Ans 8

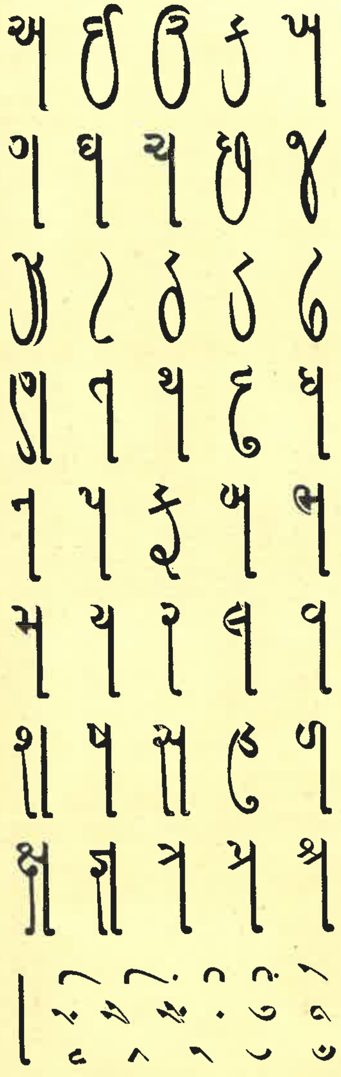


Em1636
Ans 10



Em1634
Ans 10

48 POINT
NARMAD INITIALS
SET No. 307



Font contains 6 charaters of each; 25 Kanas and 12 degrees of each kind.

144 POINT NEW STYLE PESHWA 75 lbs

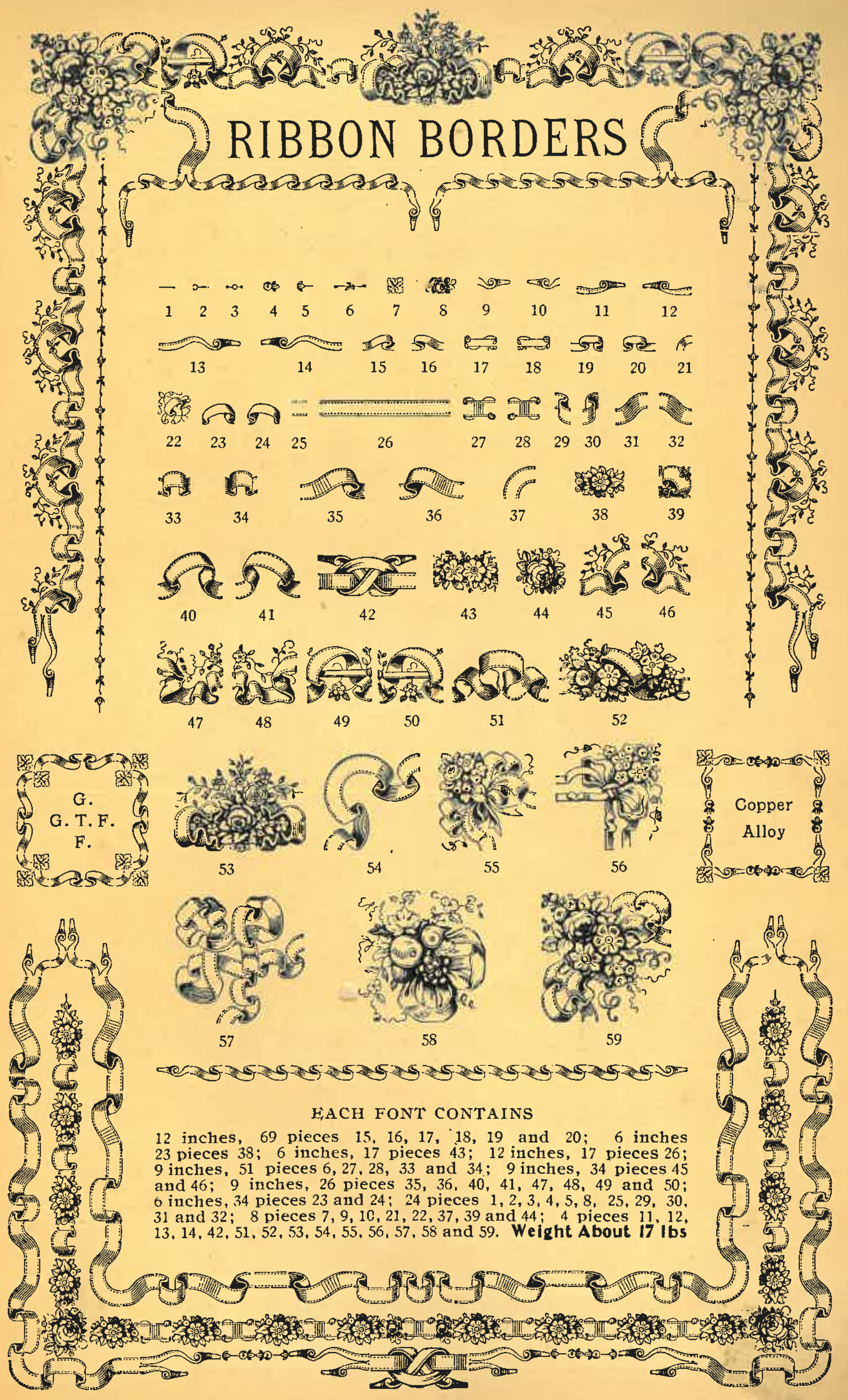
नागरी टाईप

24 POINT NEW STYLE KELKAR ITALIC 60 lbs

नागरी मध्यें इटालिक टाईप तैयार करण्याची सुरवात पहिल्यानें आम्हीं सुरू केली व ते छापखानेवाल्यांनां सर्व कामास फारच उपयुक्त ठरले. इटालिक टाईपांत जुळविलेला मजकूर वाचणाराचे लक्ष १२

ગુજરાતી ટાઈપ ફૌન્ડ્રી-ગીરગામ-મુંબઈ

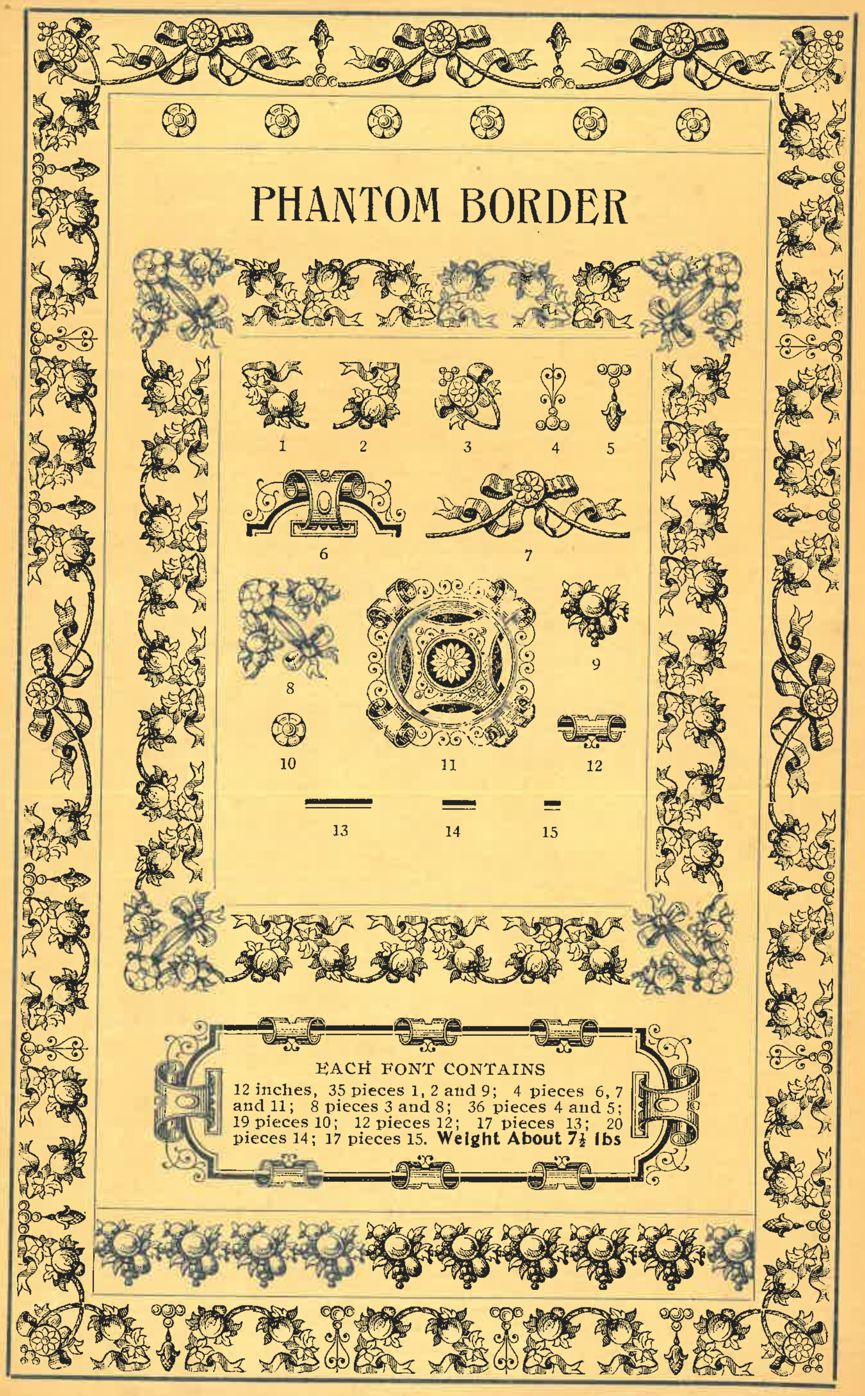
RIBBON BORDERS



EACH FONT CONTAINS

12 inches, 69 pieces 15, 16, 17, 18, 19 and 20; 6 inches 23 pieces 38; 6 inches, 17 pieces 43; 12 inches, 17 pieces 26; 9 inches, 51 pieces 6, 27, 28, 33 and 34; 9 inches, 34 pieces 45 and 46; 9 inches, 26 pieces 35, 36, 40, 41, 47, 48, 49 and 50; 6 inches, 34 pieces 23 and 24; 24 pieces 1, 2, 3, 4, 5, 8, 25, 29, 30, 31 and 32; 8 pieces 7, 9, 10, 21, 22, 37, 39 and 44; 4 pieces 11, 12, 13, 14, 42, 51, 52, 53, 54, 55, 56, 57, 58 and 59. **Weight About 17 lbs**

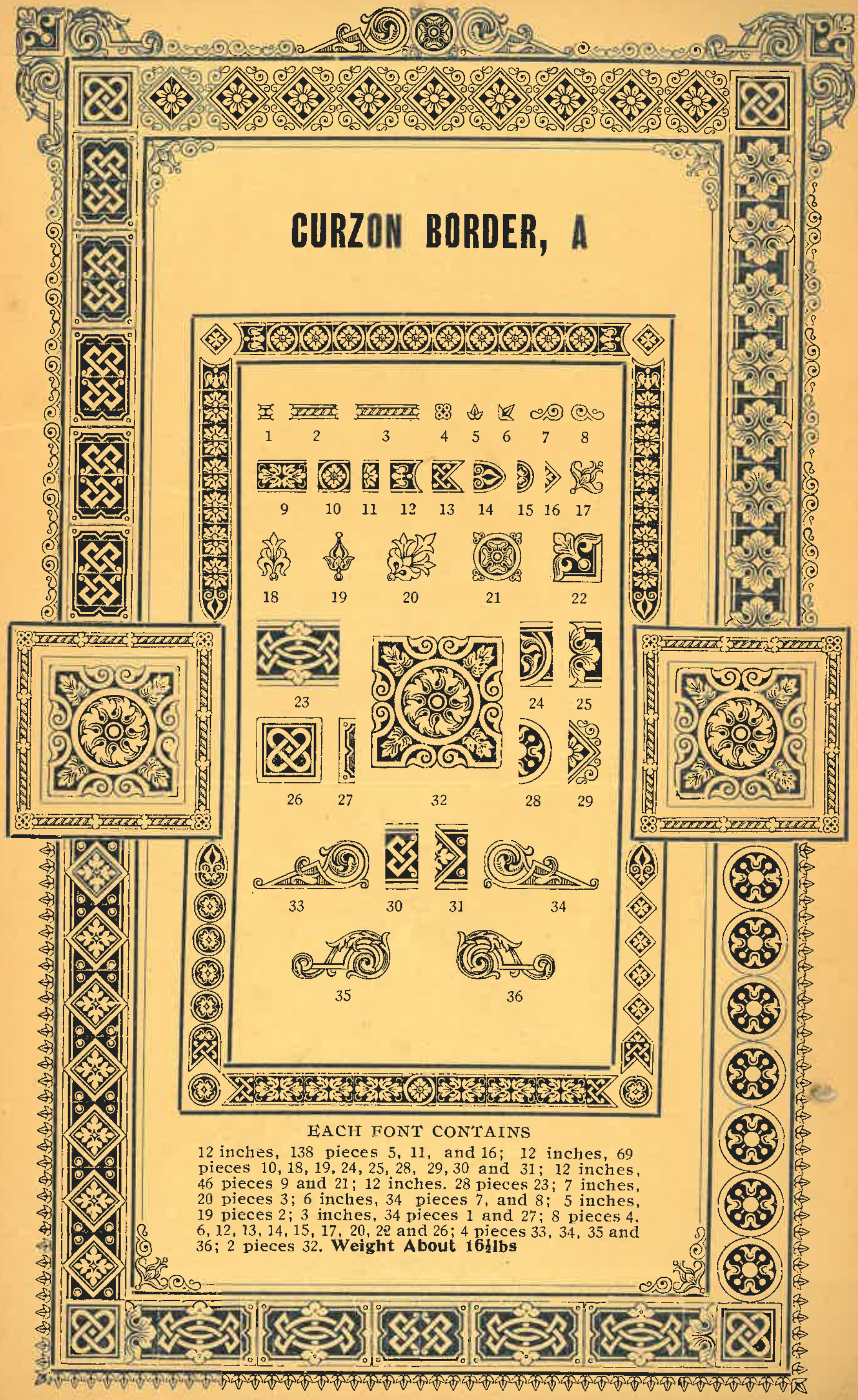
PHANTOM BORDER


1
2
3
4
5
6
7
8
9
10
11
12
13
14
15

EACH FONT CONTAINS

12 inches, 35 pieces 1, 2 and 9; 4 pieces 6, 7 and 11; 8 pieces 3 and 8; 36 pieces 4 and 5; 19 pieces 10; 12 pieces 12; 17 pieces 13; 20 pieces 14; 17 pieces 15. **Weight About 7½ lbs**

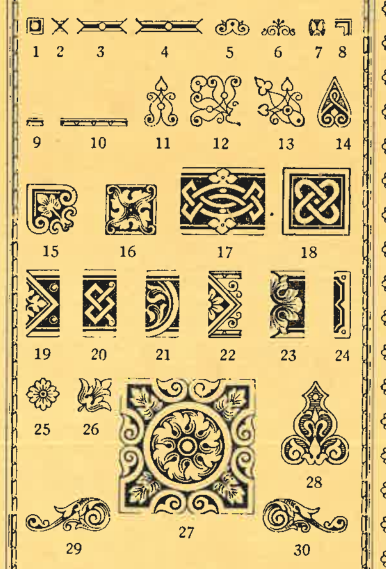
CURZON BORDER, A


1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
32
28
29
33
30
31
34
35
36

EACH FONT CONTAINS

12 inches, 138 pieces 5, 11, and 16; 12 inches, 69 pieces 10, 18, 19, 24, 25, 28, 29, 30 and 31; 12 inches, 46 pieces 9 and 21; 12 inches. 28 pieces 23; 7 inches, 20 pieces 3; 6 inches, 34 pieces 7, and 8; 5 inches, 19 pieces 2; 3 inches, 34 pieces 1 and 27; 8 pieces 4, 6, 12, 13, 14, 15, 17, 20, 22 and 26; 4 pieces 33, 34, 35 and 36; 2 pieces 32. **Weight About 16¼lbs**

CURZON BORDER, B

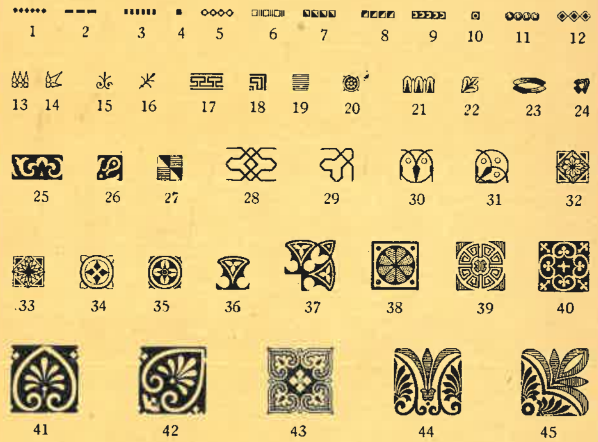

1 2 3 4 5 6 7 8
9 10 11 12 13 14
15 16 17 18
19 20 21 22 23 24
25 26 27 28
29 30

EACH FONT CONTAINS

12 inches, 69 pieces 5, 6, 11, 14, 19, 20, 21, 22, 23 and 25; 12 inches, 138 pieces 7; 12 inches, 46 pieces 16; 12 inches, 28 pieces 17; 18 inches, 52 pieces 10; 7 inches, 20 pieces 4; 5 inches, 19 pieces 3; 3 inches, 34 pieces 2, 9 and 24; 8 pieces 1, 8, 15, 18 and 26; 4 pieces 12, 13, 28, 29 and 30; 2 pieces 27. **Weight About 13¾ lbs**

For prices see separate list

HAIDAR BORDERS


1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24
25 26 27 28 29 30 31 32
33 34 35 36 37 38 39 40
41 42 43 44 45

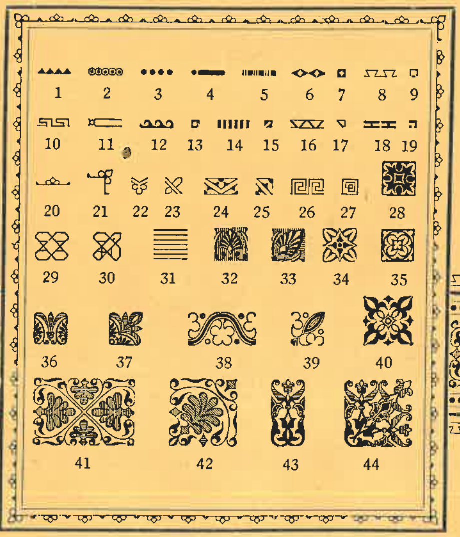
This Border can be set in many styles

EACH FONT CONTAINS

12 inches, 68 pieces 1, 2, 3, 5, 6, 7, 8, 9, 11, 12, 17, 21, 23, 30, 32, 33, 34, 35 and 36; 12 inches, 137 pieces 13, 15, 19 and 20; 12 inches, 46 pieces 25 and 28; 12 inches 91 pieces 27; 12 inches, 34 pieces 41 and 44; 6 inches, 23 pieces 38, 39 and 40; 6 inches, 17 pieces 43; 16 pieces 4 and 10; 8 pieces 14, 16, 18, 22, 24, 26, 29, 31, 37, 42 and 45. **Weight About 13¾ lbs**

For prices see separate list

BOMBAY BORDER


1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16 17 18 19
20 21 22 23 24 25 26 27 28
29 30 31 32 33 34 35
36 37 38 39 40
41 42 43 44

Our Combination Borders are a boon to a practical Printer. He sets his designs always anew in all styles to please his clients with a few set of selected Gujarati Type Foundry's Copper-Alloy Fine Borders.

G. T. F.

Have none but Copper Alloy Borders

EACH FONT CONTAINS

12 inches, 68 pieces 1, 2, 3, 4, 5, 6, 8, 10, 11, 12, 14, 16, 18, 20, 24, 26, 28, 29, 31, 32, 34, 35, 36 and 43; 12 inches, 137 pieces 22; 12 inches, 34 pieces 38; 12 inches, 23 pieces 41; 8 inches 31 pieces 40; 8 pieces 7, 9, 13, 15, 17, 19, 21, 23, 25, 27, 30, 33, 37, 39, 42 and 44.

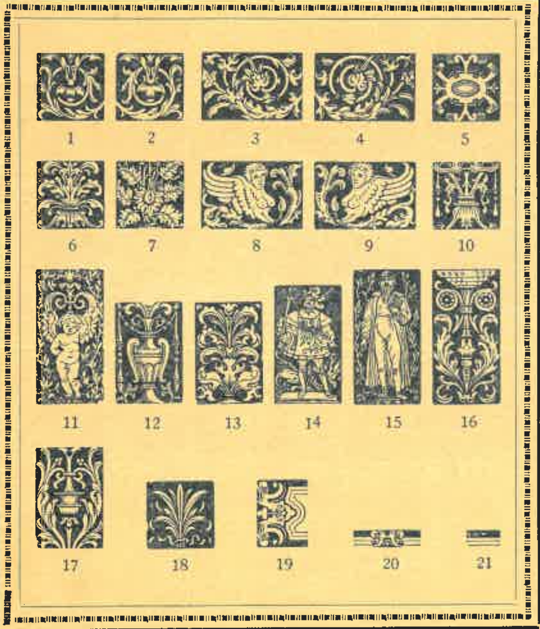
Weight About 11¼ lbs

For prices see separate list

Established, 1900

THE GUJARATI TYPE FOUNDRY

PANEL BORDER

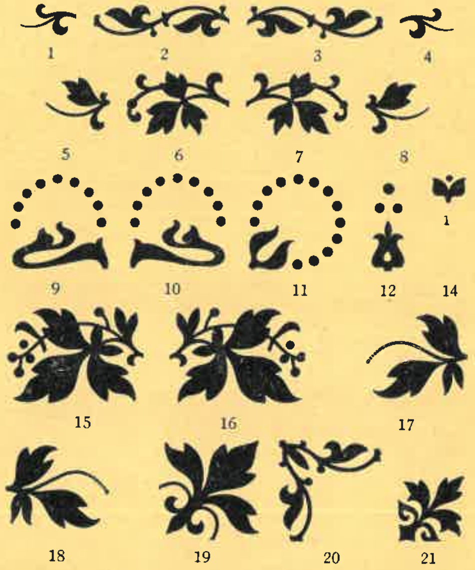

1 2 3 4 5
6 7 8 9 10
11 12 13 14 15 16
17 18 19 20 21

EACH FONT CONTAINS

6 inches, 17 pieces 1 and 2; 12 inches, 23 pieces 3 and 4; 8 pieces 5, 6, 7, 10, 11, 12, 13, 16, 17, 18 and 19; 4 pieces 8, 9, 14 and 15; 22 pieces 20; 17 pieces 21. **Weight About 8¼ lbs**

For prices see separate list

CONGRESS BORDER, B


1
2
3
4
5
6
7
8
1
9
10
11
12
14
15
16
17
18
19
20
21

Beautiful Two Color Border

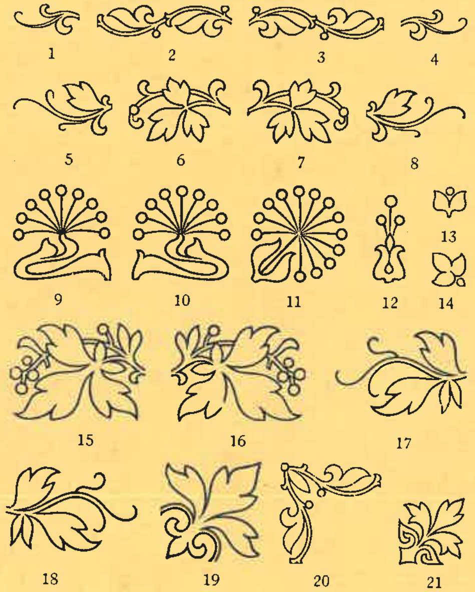
EACH FONT CONTAINS

12 inches, 17 pieces 2 and 3; 12 inches, 23 pieces 6, 7, 9 and 10; 5 inches, 29 pieces 12; 15 inches, 85 pieces 13; 12 inches, 17 pieces 15 and 16; 4 pieces 1, 4, 5, 8, 17 and 18; 8 pieces 11, 14, 19, 20 and 21.

Weight About 13½ lbs

A graceful Border for any good jobs.

CONGRESS BORDER, A

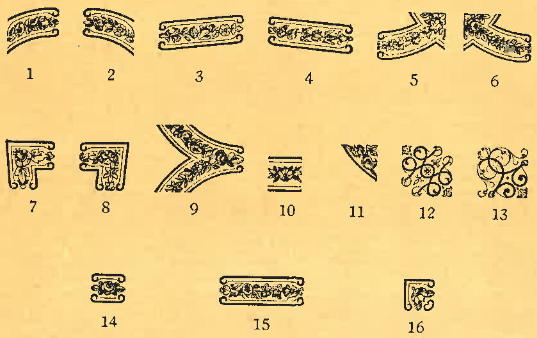

1
2
3
4
5
6
7
8
13
9
10
11
12
14
15
16
17
18
19
20
21

EACH FONT CONTAINS

12 inches, 17 pieces 2 and 3; 12 inches, 23 pieces 6, 7, 9 and 10; 5 inches, 29 pieces 12; 15 inches, 85 pieces 13; 12 inches, 17 pieces 15 and 16; 4 pieces 1, 4, 5, 8, 17 and 18; 8 pieces 11, 14, 19, 20 and 21.

Weight About 13½ lbs

CORONATION BORDER



EACH FONT CONTAINS

18 inches, 41 pieces 3 and 4; 24 inches, 136 pieces 10; 9 inches, 50 pieces 14; 24 inches, 54 pieces 15; 8 pieces 11, 12, 13 and 16; 4 pieces 1, 2, 5, 6, 7, 8, and 9.

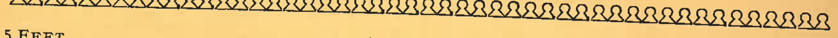
Weight About 7 lbs

For prices see separate list

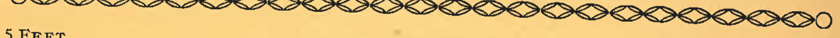
DADABHOY BORDERS

(GERMAN BODY)

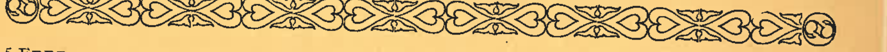
5 Feet 6-Point No. 1



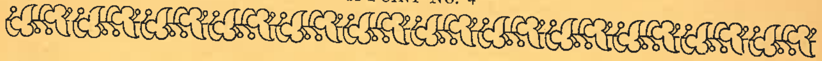
5 Feet 6-Point No. 2



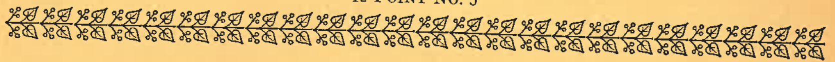
5 Feet 12-Point No. 3



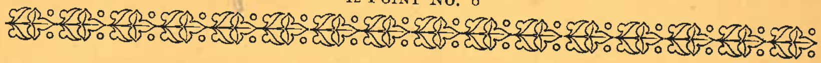
5 Feet 12-Point No. 4



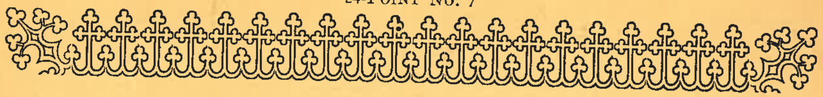
5 Feet 12-Point No. 5



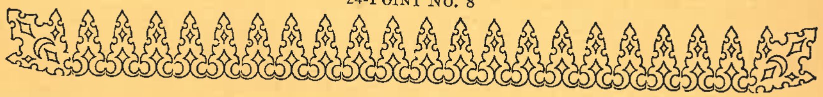
5 Feet 12-Point No. 6



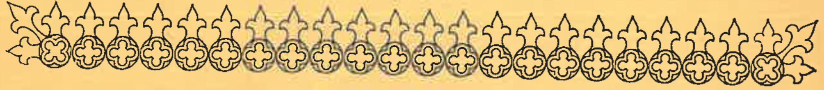
3 Feet 24-Point No. 7



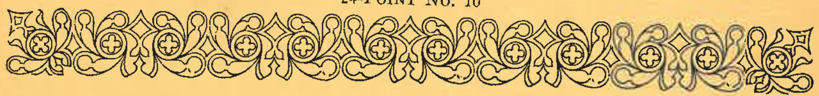
3 Feet 24-Point No. 8



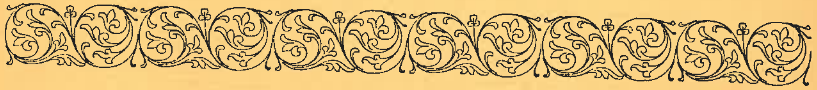
3 Feet 24-Point No. 9



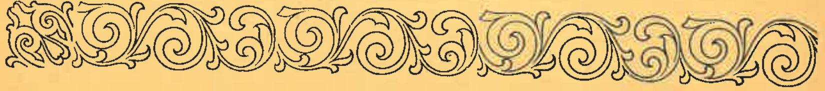
3 Feet 24-Point No. 10



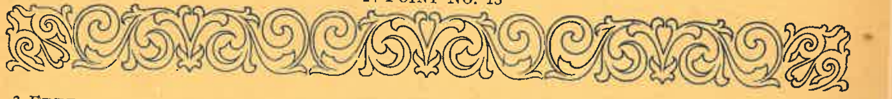
3 Feet 24-Point No. 11



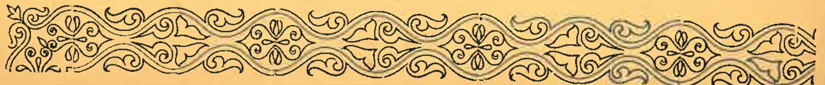
3 Feet 24-Point No. 12



3 Feet 24-Point No. 13



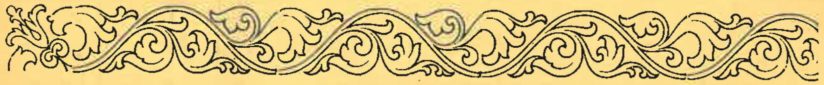
3 Feet 24-Point No. 14



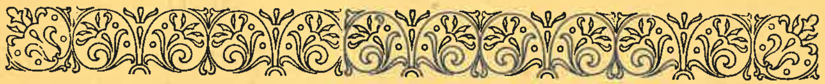
For prices see separate list

DADABHOY BORDERS

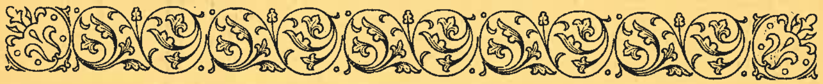
3 FEET 24-POINT NO. 15



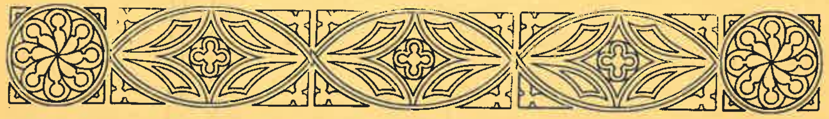
3 FEET 24-POINT NO. 16



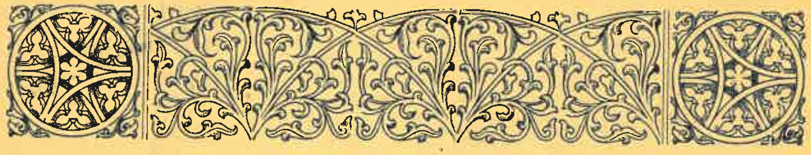
3 FEET 24-POINT NO. 17



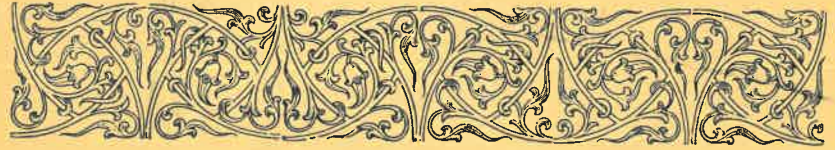
3 FEET 36-POINT NO. 18



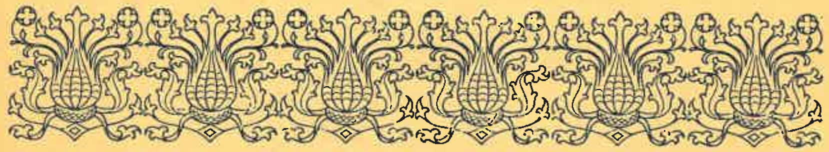
2 FEET 48-POINT NO. 19



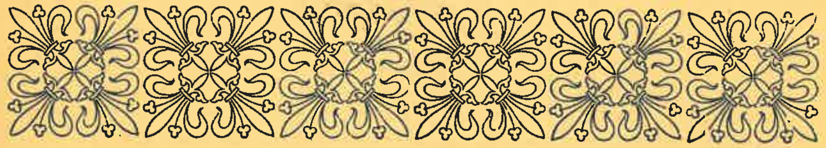
2 FEET 48-POINT NO. 20



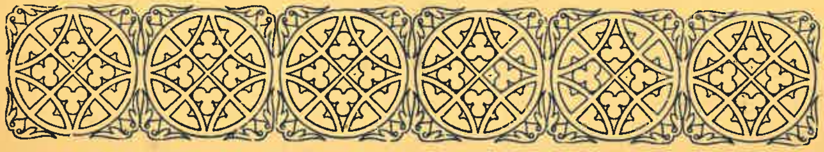
2 FEET 48-POINT NO. 21



2 FEET 48-POINT NO. 22

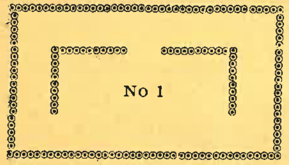


2 FEET 48-POINT NO. 23

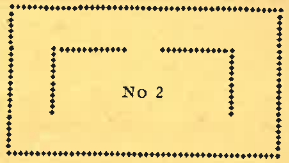


Old Body Borders

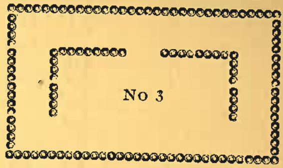
3 POINT EACH FONT 10 FEET LONG



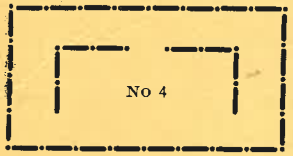
No 1



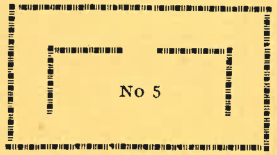
No 2



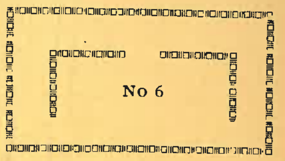
No 3



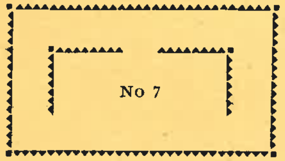
No 4



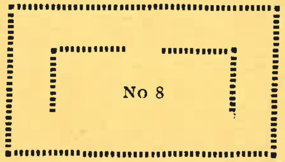
No 5



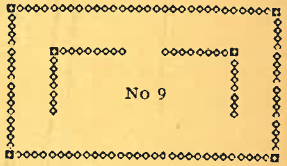
No 6



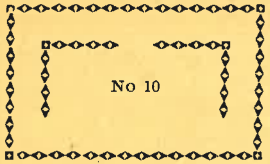
No 7



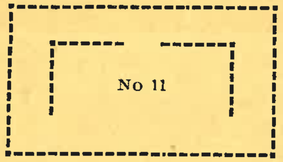
No 8



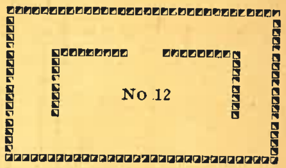
No 9



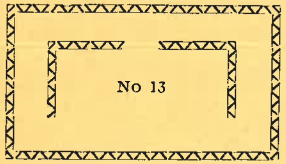
No 10



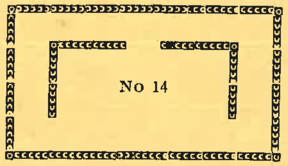
No 11



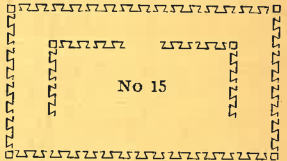
No 12



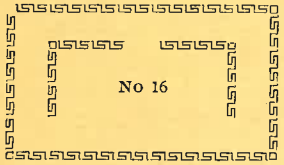
No 13



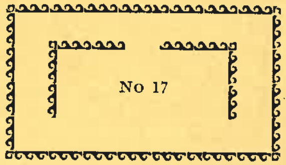
No 14



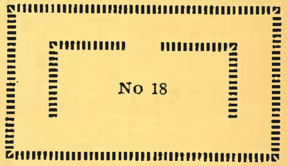
No 15



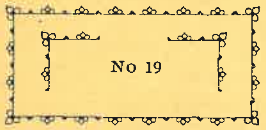
No 16



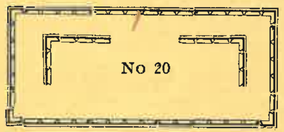
No 17



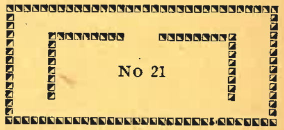
No 18



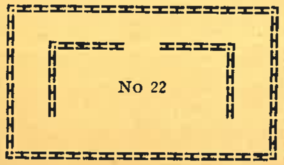
No 19



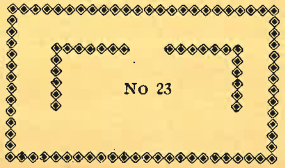
No 20



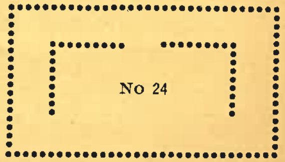
No 21



No 22



No 23

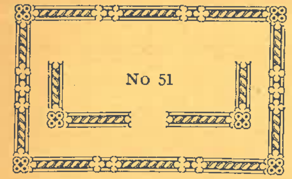


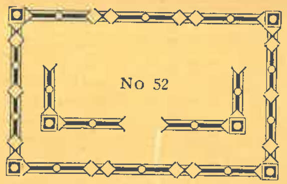
No 24

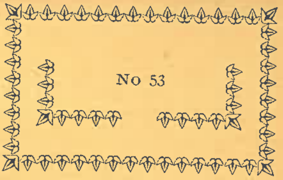
Old Body Borders

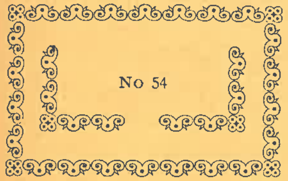
6 Point

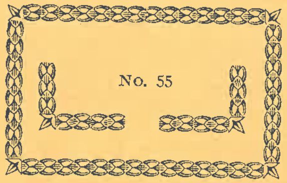
Each Font 5 Feet Long

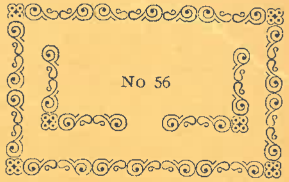

No 51

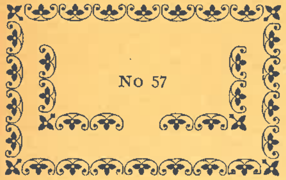

No 52

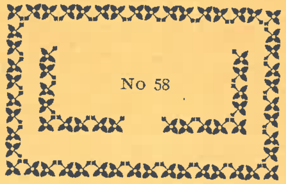

No 53

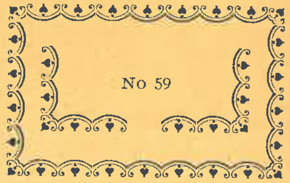

No 54

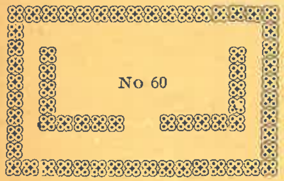

No. 55

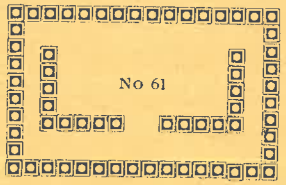

No 56

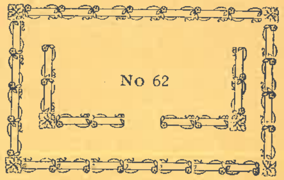

No 57

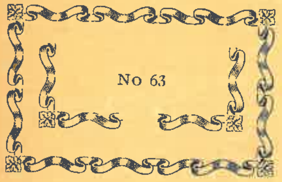

No 58

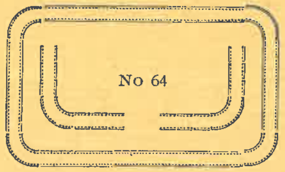

No 59

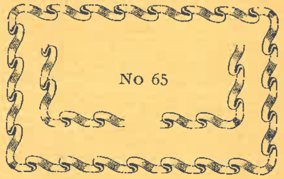

No 60

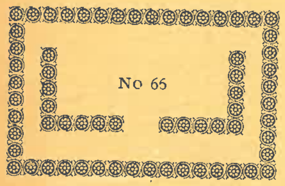

No 61

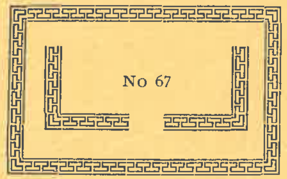

No 62

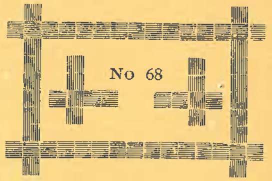

No 63

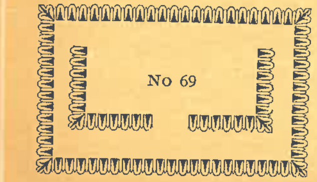

No 64

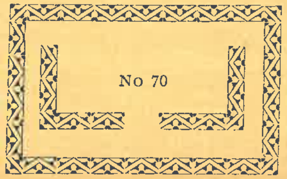

No 65

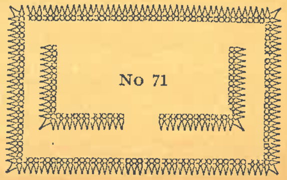

No 65


No 67


No 68


No 69

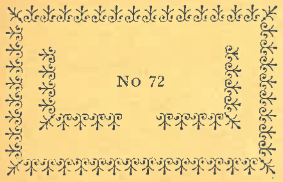

No 70

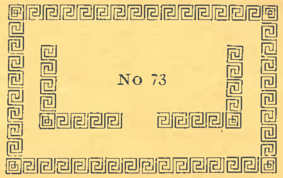

No 71

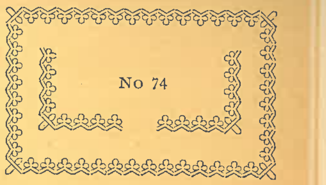
Old Body Borders

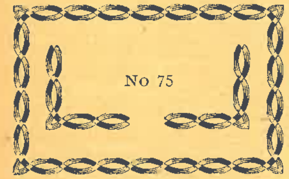
6 Point

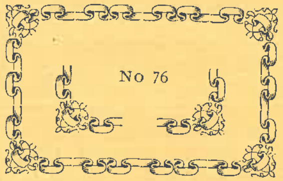
Each Font 5 Feet Long

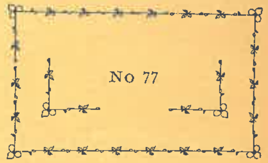

No 72


No 73


No 74

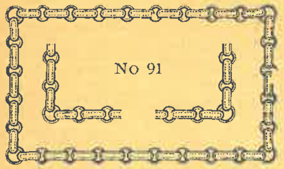

No 75

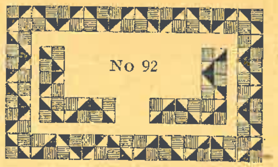

No 76

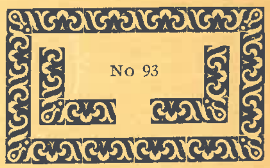

No 77

9 Point

Each Font 5 Feet Long

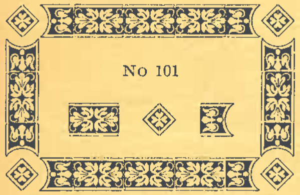

No 91

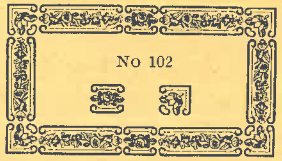

No 92

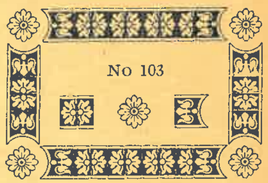

No 93

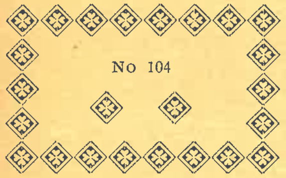
12 Point

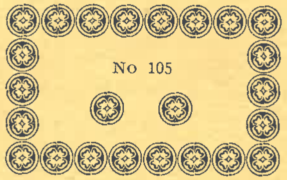
Each Font 5 Feet Long

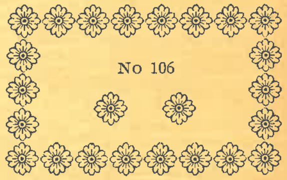

No 101

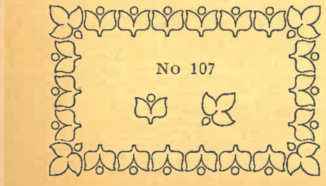

No 102

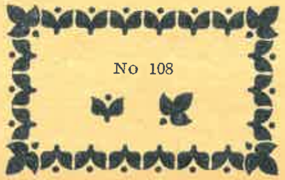

No 103

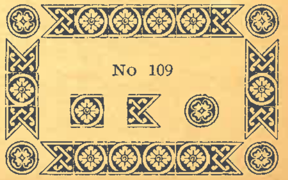

No 104


No 105


No 106


No 107

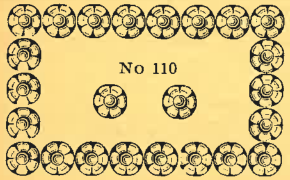

No 108

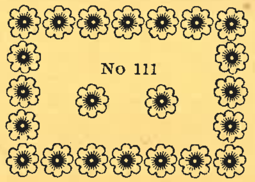

No 109

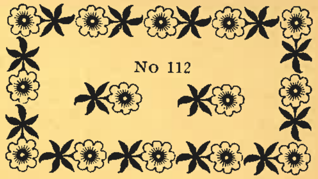
Old Body Borders

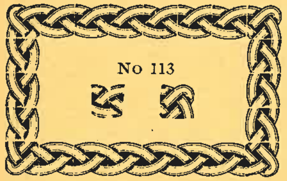
12 POINT

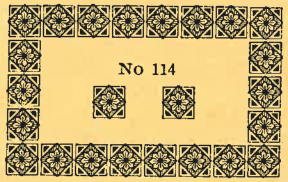
EACH FONT 5 FEET LONG

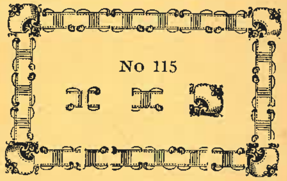

No 110

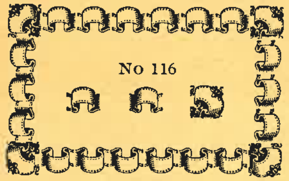

No 111


No 112

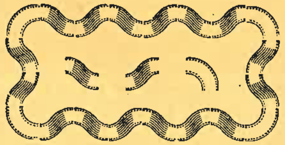

No 113

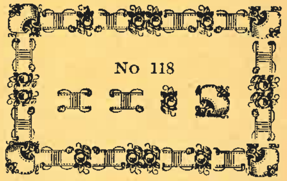

No 114

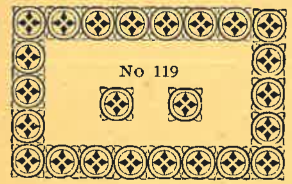

No 115

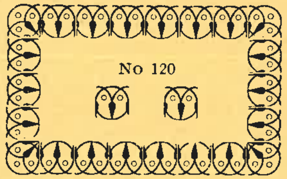

No 116

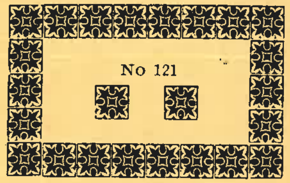
No 117

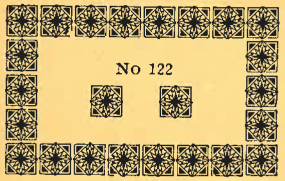


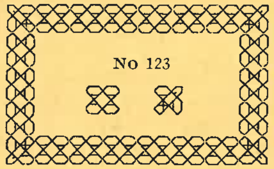

No 118

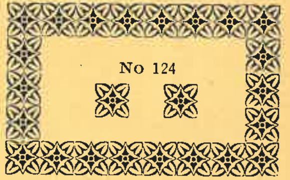

No 119

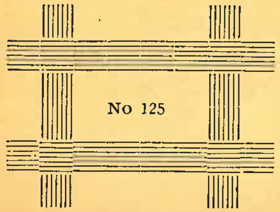

No 120

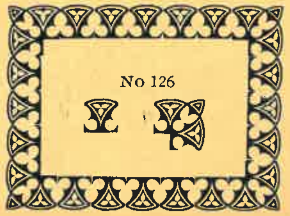

No 121

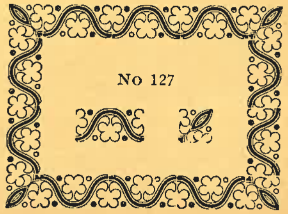

No 122


No 123


No 124


No 125


No 126

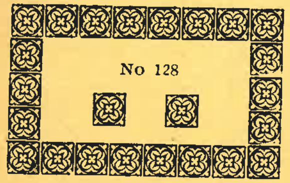

No 127

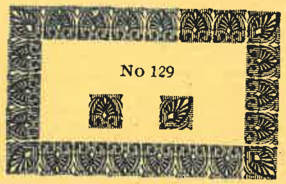
For prices see separate list

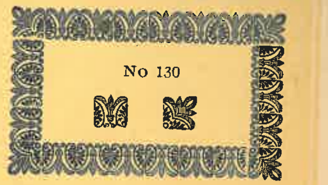
Old Body Borders

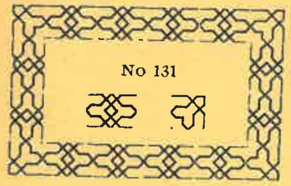
12 POINT

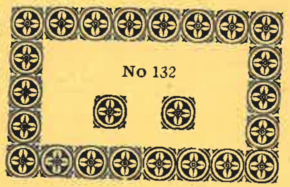
EACH FONT 5 FEET LONG

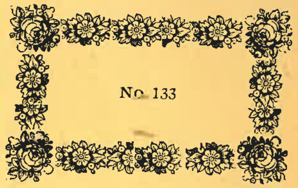

No 128


No 129


No 130

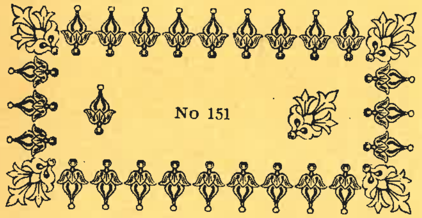

No 131

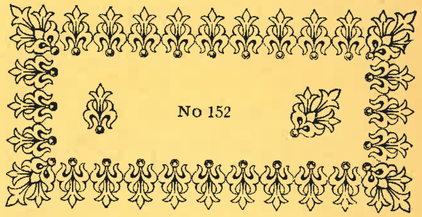

No 132

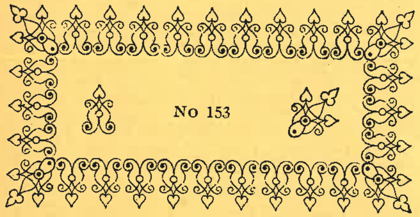

No 133

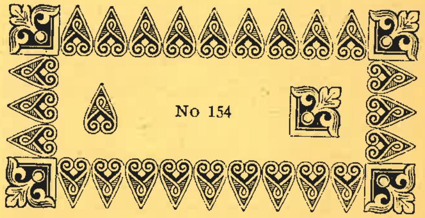
18 POINT

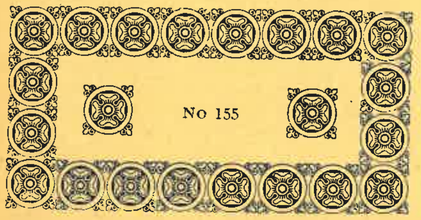
EACH FONT 5 FEET LONG

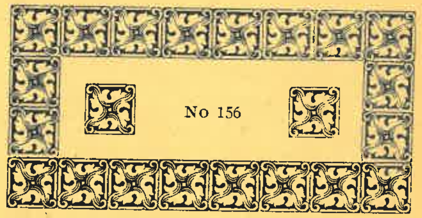

No 151

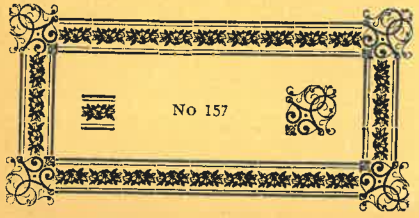

No 152

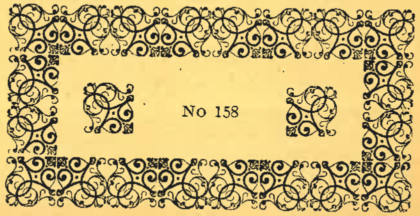

No 153


No 154


No 155


No 156


No 157

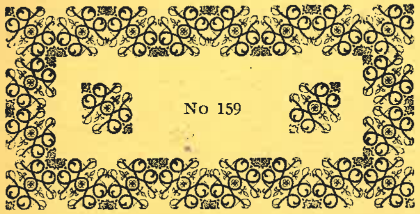

No 158

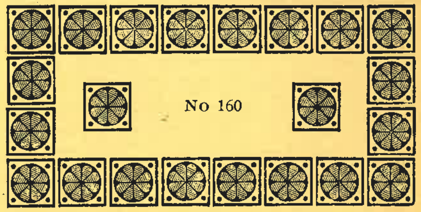
For prices see separate list

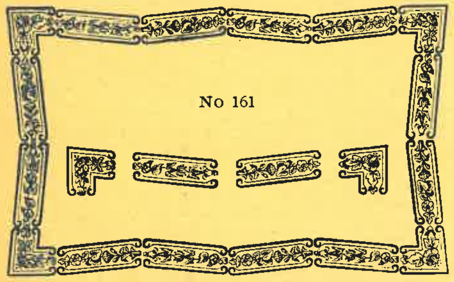
Old Body Borders

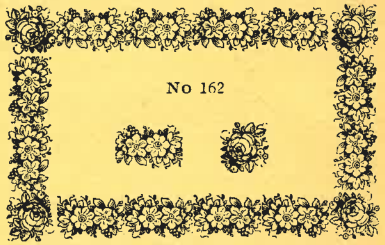
18 Point

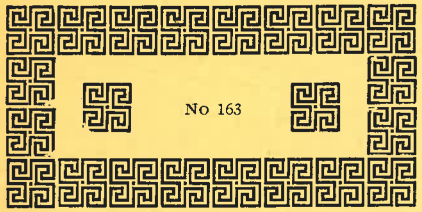
Each Font 5 Feet Long

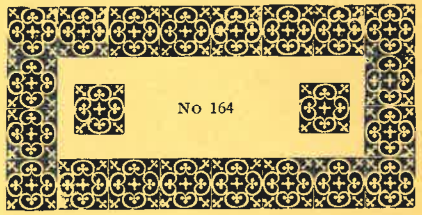

No 159

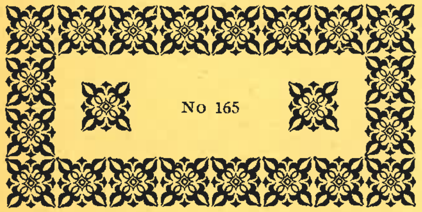

No 160

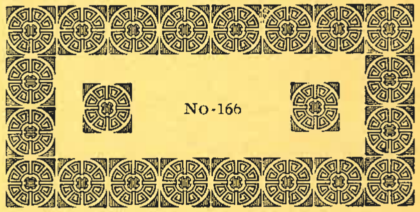

No 161


No 162


No 163

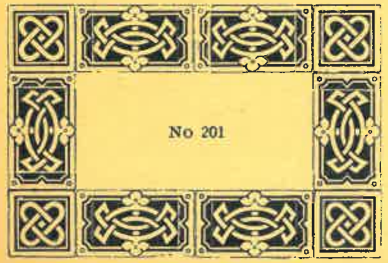

No 164

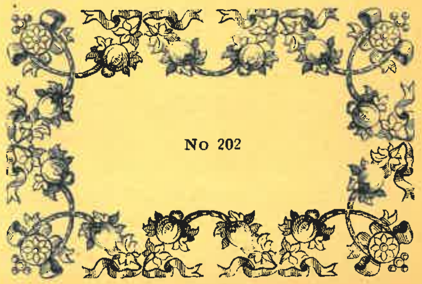

No 165


No 166

24 Point

Each Font 3 Feet Long

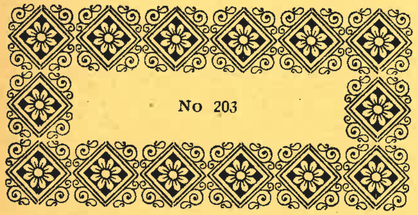

No 201

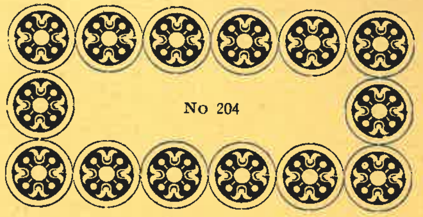

No 202

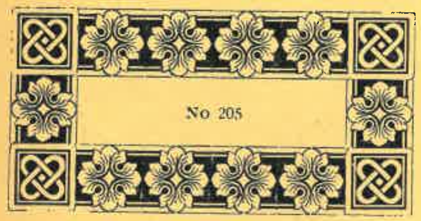
Old Body Borders

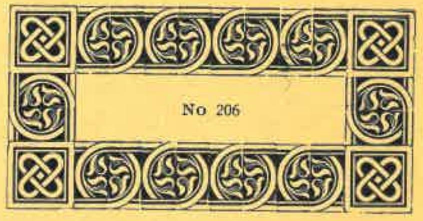
24 Point

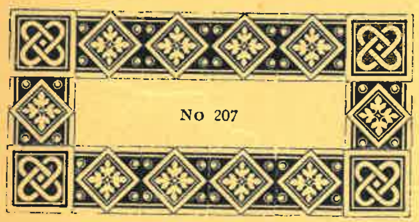
Each Font 3 Feet Long

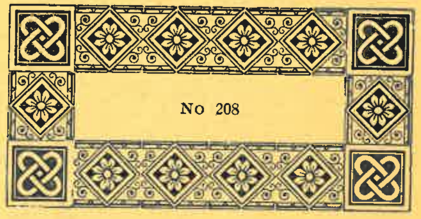

No 203

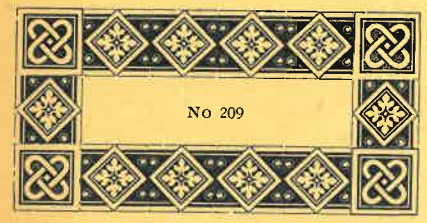

No 204

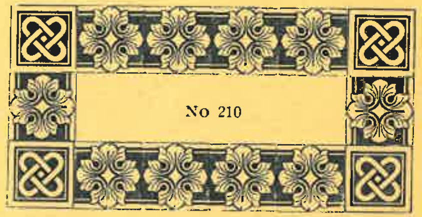

No 205

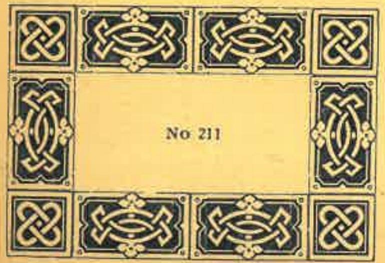

No 206

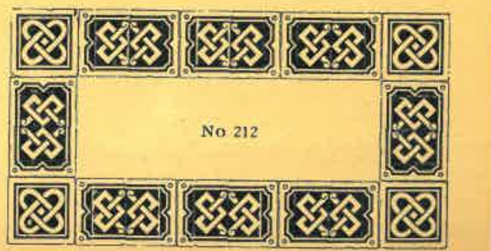

No 207


No 208


No 209


No 210

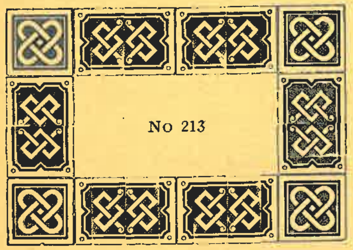

No 211

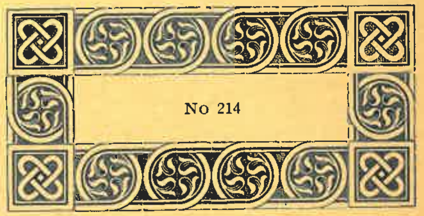

No 212

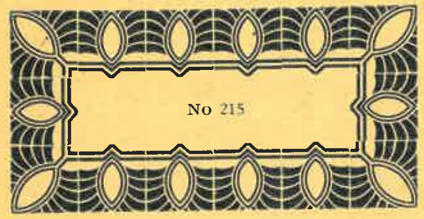
Old Body Borders

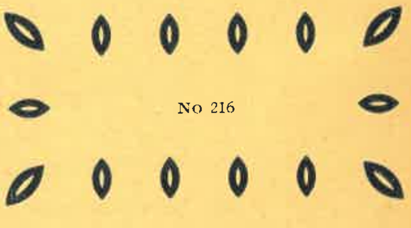
24 Point

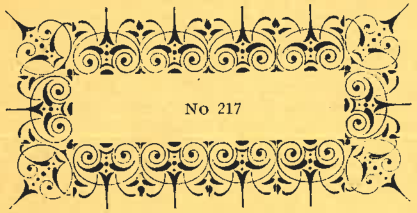
Each Font 3 Feet Long

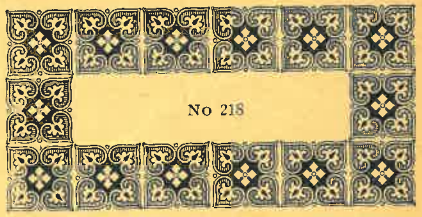

No 213

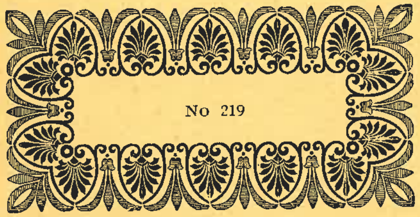

No 214

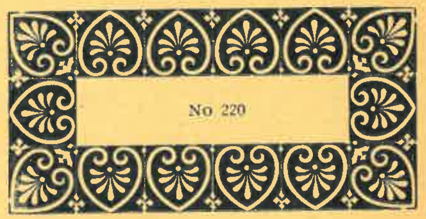

No 215

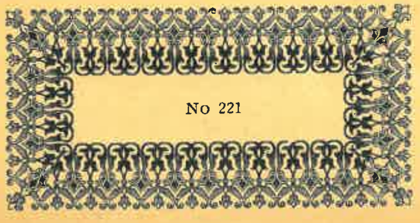

No 216

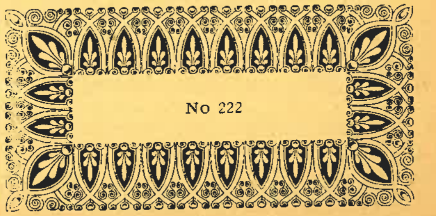

No 217


No 218

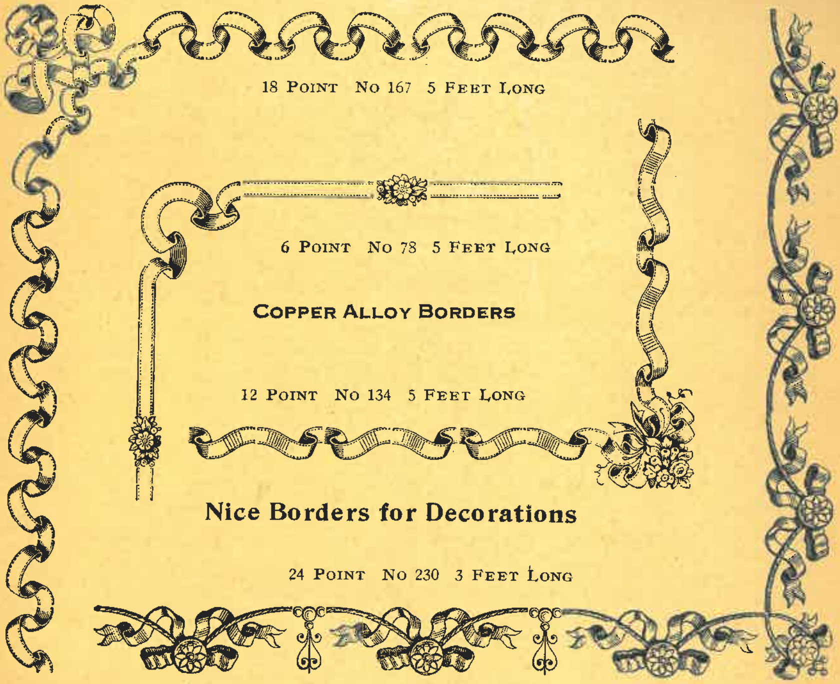

No 219


No 220


No 221


No 222

Old Body Borders


18 Point No 167 5 Feet Long

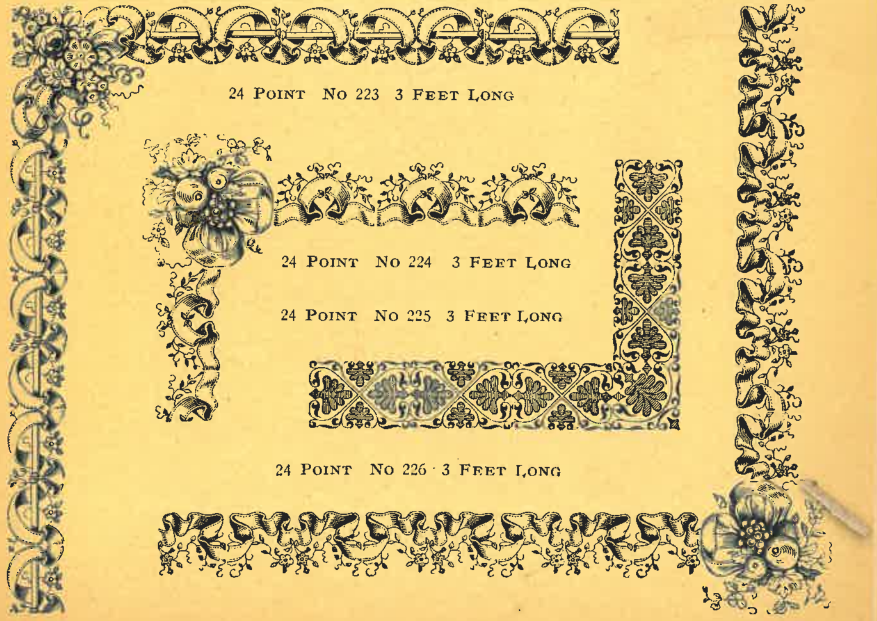
6 Point No 78 5 Feet Long

Copper Alloy Borders

12 Point No 134 5 Feet Long

Nice Borders for Decorations

24 Point No 230 3 Feet Long

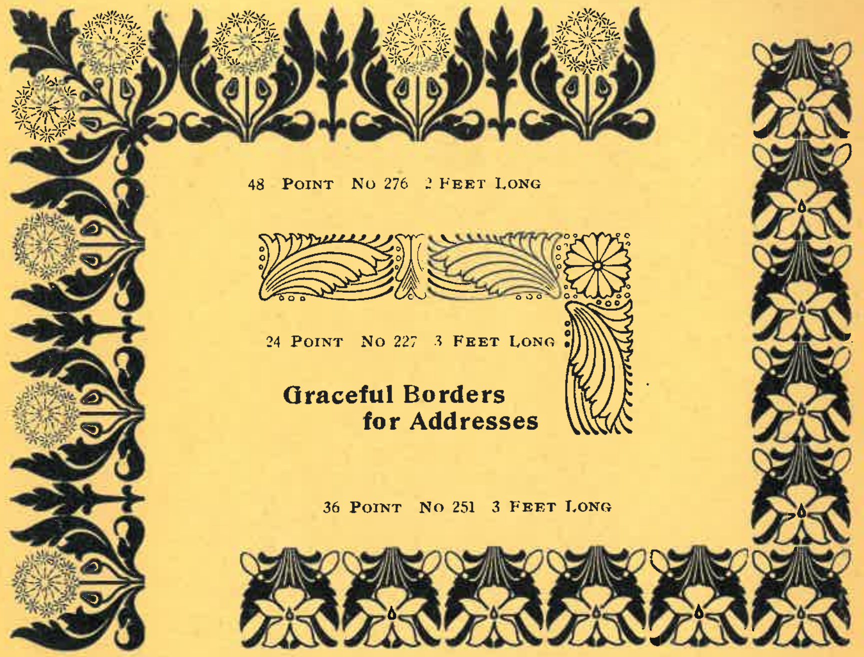

24 Point No 223 3 Feet Long

24 Point No 224 3 Feet Long

24 Point No 225 3 Feet Long

24 Point No 226 3 Feet Long

Old Body Borders

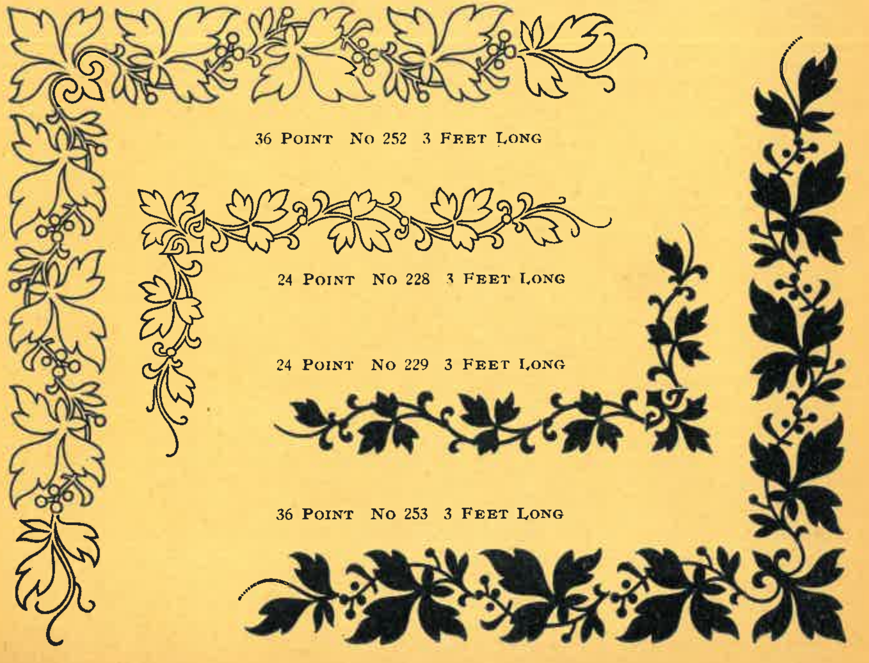


48 Point No 276 2 Feet Long

24 Point No 227 3 Feet Long

**Graceful Borders
for Addresses**

36 Point No 251 3 Feet Long



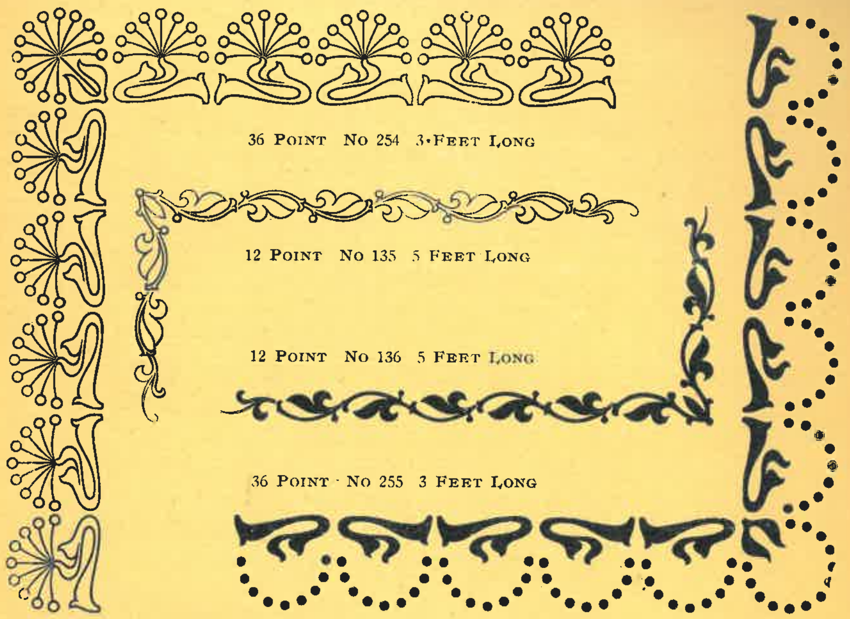
36 Point No 252 3 Feet Long

24 Point No 228 3 Feet Long

24 Point No 229 3 Feet Long

36 Point No 253 3 Feet Long

Old Body Borders

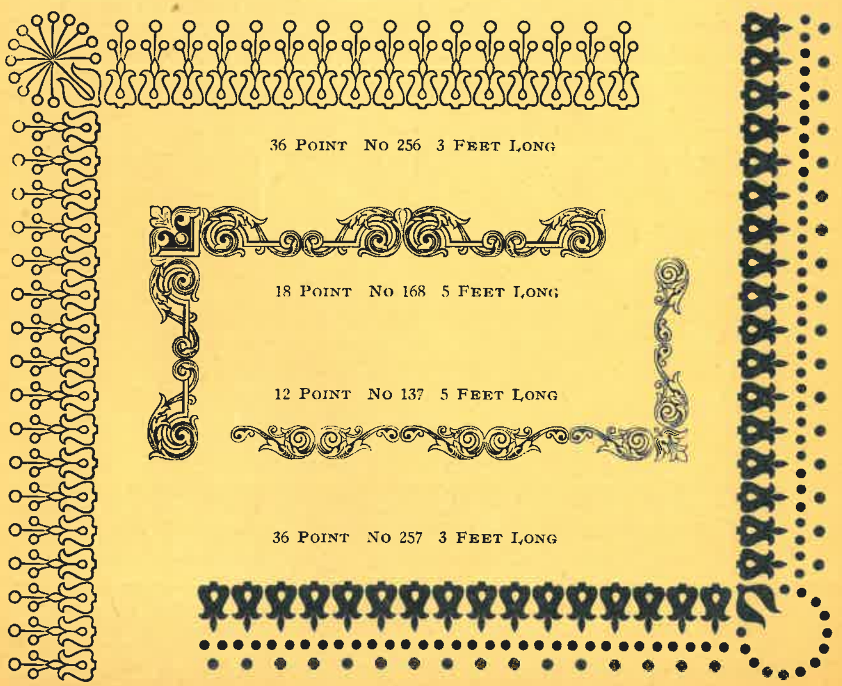


36 Point No 254 3 Feet Long

12 Point No 135 5 Feet Long

12 Point No 136 5 Feet Long

36 Point No 255 3 Feet Long



36 Point No 256 3 Feet Long

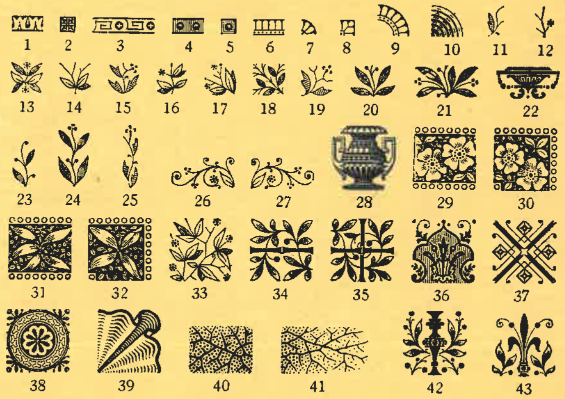
18 Point No 168 5 Feet Long

12 Point No 137 5 Feet Long

36 Point No 257 3 Feet Long

Cast on Point Bodies

Shri Borders

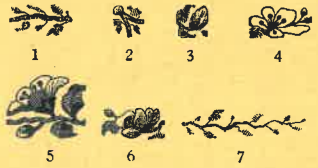

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43

EACH FONT CONTAINS

12 inches, 72 pieces 1, 4, and 6; 12 inches, 36 pieces 3, 29, 31, 33 and 34; 6 inches, 36 pieces 11, 12, 13, 14, 15, 16, 17, 18 and 19; 6 inches, 24 pieces 20; 6 inches, 18 pieces 21, 24 and 25; 8 pieces 2, 5, 7, 8, 9, 10, 22, 23, 26, 27, 28, 30, 32, 35, 36, 37, 38, 39, 41, 42 and 43; 4 pieces 40. **Weight About 10½ lbs**

KALIDAS BORDER

12-Point

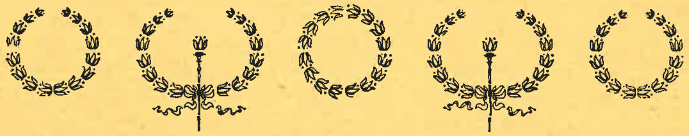


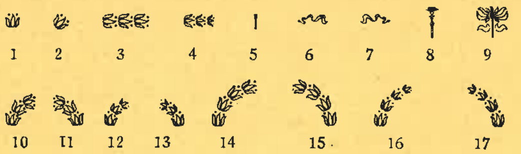
48 inches, 144 pieces 1; 8 pieces 2, 3, 4, 6, and 7; 4 pieces 5.
Weight About 3 lbs

Secure from us best Leads, Spaces, Quads, Quotations, to facilitate justification with our Borders.

SIX POINT

WREATH BORDER No. 1





EACH FONT CONTAINS

24 inches, 288 pieces 1; 28 inches, 112 pieces 3; 8 pieces 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, and 17. **Weight About 2 lbs**

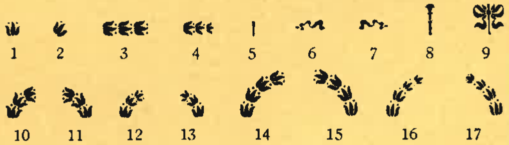
CAST ON AMERICAN POINT SYSTEM

G. T. F.

1900.

WREATH BORDER

No. 2



EACH FONT CONTAINS

24 inches, 288 pieces 1; 28 inches 112 pieces 3; 8 pieces 2, 4, 5, 6, 7 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17. **Wt. About 2 lbs**

Six Point

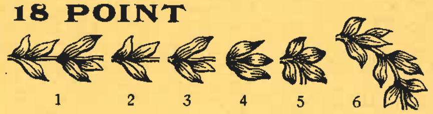
We have the Best.

When you buy borders, first have a look at our borders. Surely ours would have preference over others. For what you pay you get adequate returns. Quality is our standard.

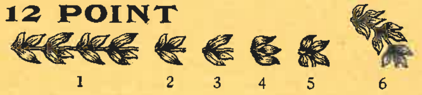
Write us for estimate and information.

DESAI BORDERS

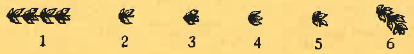
18 POINT



12 POINT



6 POINT



18 POINT

EACH FONT CONTAINS

24 inches, 48 pieces 1; 9 inches, 36 pieces 2 and 3; 8 pieces 4, 5 and 6. **Wt. About 2½ lbs**

12 POINT

32 inches, 48 pieces 1; 9 inches, 54 pieces 2 and 3; 8 pieces 4, 5 and 6. **Wt. About 2 lbs**

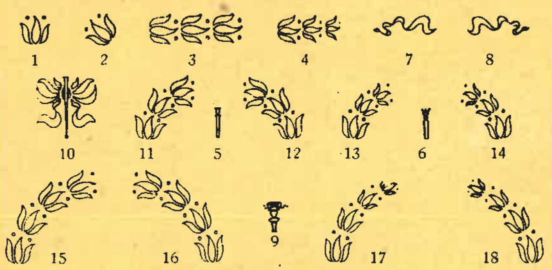
6 POINT

36 inches, 108 pieces 1; 7 inches, 84 pieces 2 and 3; 8 pieces 4, 5 and 6. **Wt. About 1 lb**

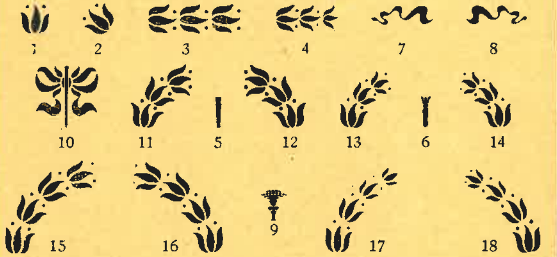
No. 3 & 4 WREATH BORDERS

12 POINT

No. 3


1
2
3
4
7
8
10
11
5
12
13
6
14
15
16
9
17
18

No. 4


2
3
4
7
8
10
11
5
12
13
6
14
15
16
9
17
18

EACH FONT CONTAINS

25 inches, 52 pieces 1; 24 inches, 48 pieces 3; 8 pieces 2 and 4; 4 pieces 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17 and 18.

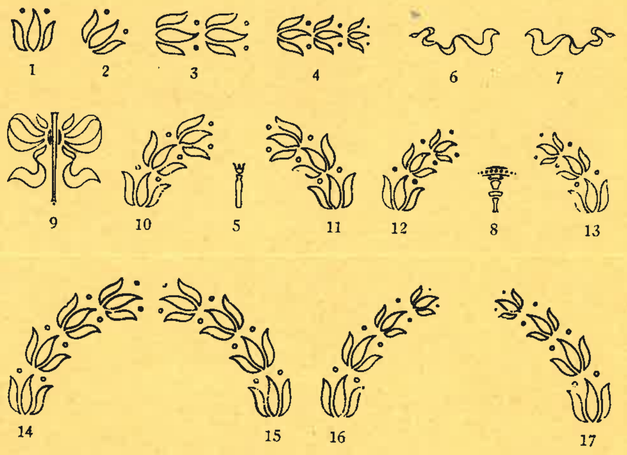
Weight About 3¾ lbs.

WREATH BORDER

No. 5

Cast on Point Bodies

18-POINT



EACH FONT CONTAINS.

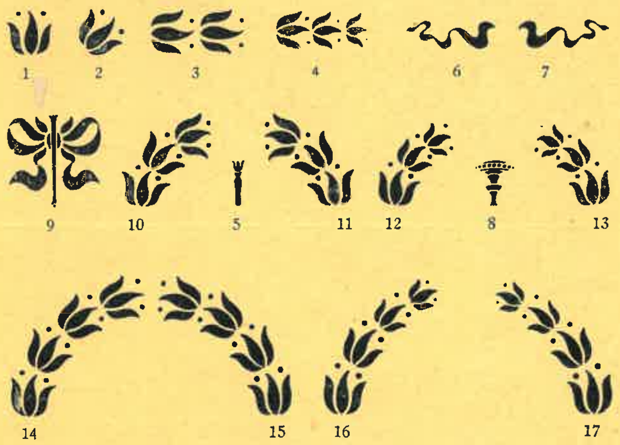
25 inches, 100 pieces 1; 24 inches, 48 pieces 3; 8 pieces 2 and 4; 4 pieces 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17. **Weight About 6¼ lbs**

Wreath Borders No. 5 and 6 can be set in Two Colours.

WREATH BORDER

No. 6

Cast on 18=POINT Point Bodies



The border that suits all jobs.

EACH FONT CONTAINS.

25 inches, 100 pieces 1; 24 inches, 48 pieces 3; 8 pieces 2 and 4; 4 pieces 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 and 17. **Weight About 6¼ lbs**

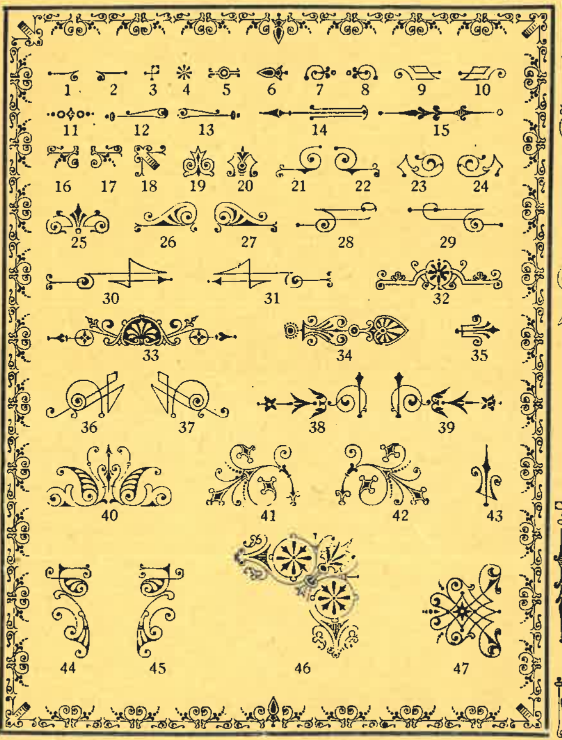
THE GUJARATI TYPE FOUNDRY

THE
GUJARATI
TYPE
FOUNDRY,
BOMBAY.

GUJARATI ORNAMENTS

THE
GUJARATI
TYPE
FOUNDRY,
BOMBAY.

Cast on
Point
Bodies.


1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

Cast on
Point
Bodies.

Have
none but

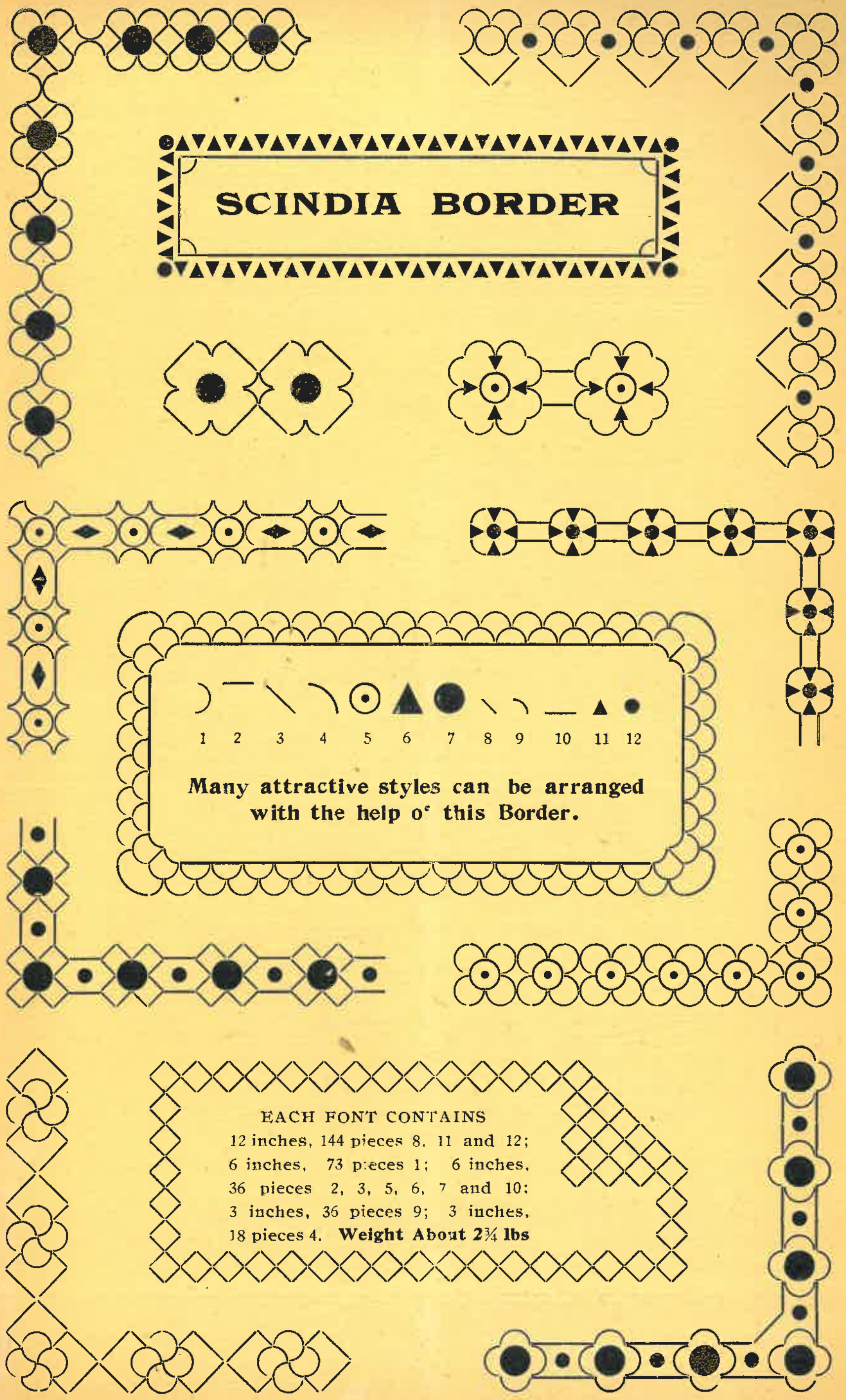
COPPER
ALLOY
METAL.

Write to
this
Foundry
for
Estimate
and
Informa-
tion.

EACH FONT CONTAINS
11 inches, 66 pieces 7, 8, 16 and 17; 10 inches, 60 pieces 1, 2, and 5; 8 pieces 3, 4, 6, 9, 10, 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, and 35; 4 pieces 30, 31, 32, 33, 34, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46 and 47.
Weight About 6½ lbs

We make
only the
Best

TYPE.


1
2
3
4
5
6
7
8
9
10
11
12

SCINDIA BORDER

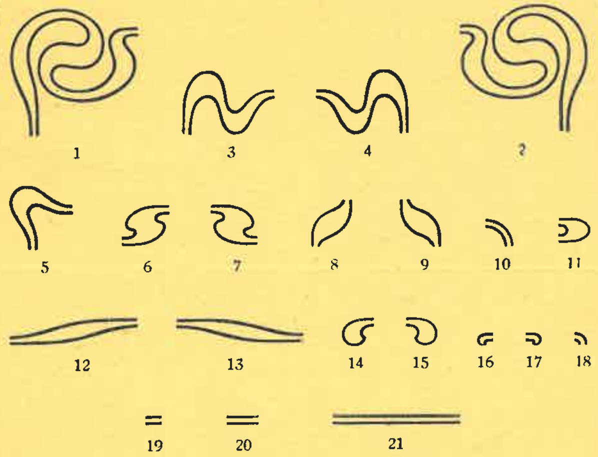
Many attractive styles can be arranged with the help of this Border.

EACH FONT CONTAINS
12 inches, 144 pieces 8, 11 and 12; 6 inches, 73 pieces 1; 6 inches, 36 pieces 2, 3, 5, 6, 7 and 10; 3 inches, 36 pieces 9; 3 inches, 18 pieces 4. **Weight About 2¾ lbs**

BIRBAL BORDER

A Beautiful Two-line Border

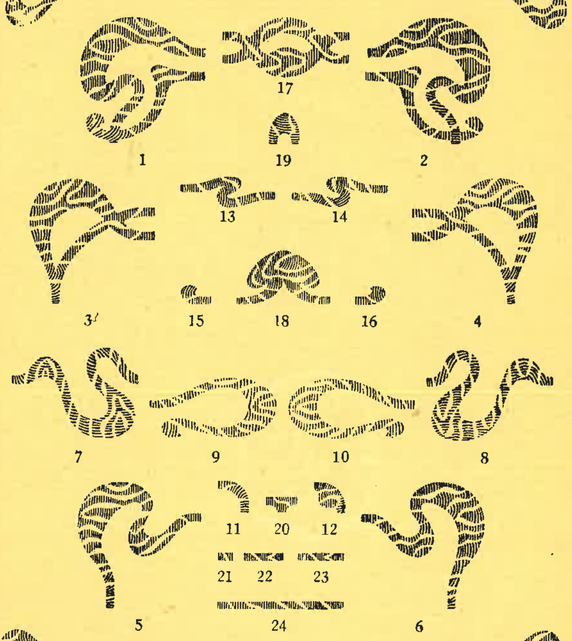
Cast on Point Bodies


1
3
4
2
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21

EACH FONT CONTAINS

26 inches, 39 pieces 21; 6 inches, 36 pieces 20; 24 pieces 19; 8 pieces 5, 10, 11 and 18; 4 pieces 1, 2, 3, 4, 6, 7, 8, 9, 12, 13, 14, 15, 16 and 17. **Weight About 3¾ lbs**

BIRBAL BORDER No. 2


17
1
19
2
13
14
3
15
18
16
4
7
9
10
8
11
20
12
21
22
23
5
24
6

EACH FONT CONTAINS

24 inches, 36 pieces 24; 12 inches, 48 pieces 23; 6 inches, 29 pieces 22; 3 inches, 36 pieces 21; 8 pieces 11, 12. 13, 14, 15, 16, 19 and 20; 4 pieces 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 17 and 18.

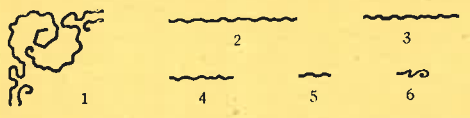
Weight About 5¼ lbs

MALHAR BORDER

This is a graceful Border very useful to every Printer when delicate effect is to be brought out. To facilitate justification, Point Qauds & Spaces, are available for this Border Malhar Border is Cast on 3 Point Body

by the

Gujarati Type Foundry.

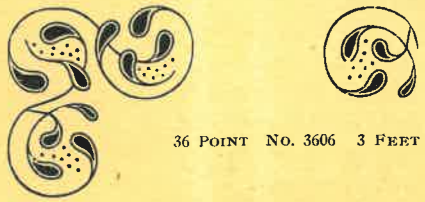


EACH FONT CONTAINS

49 inches, 74 pieces 2; 43 inches, 86 pieces 3; 38 inches, 114 pieces 4; 7 inches, 42 pieces 5; 8 pieces 1; 16 pieces 6,

Weight About 2 lbs

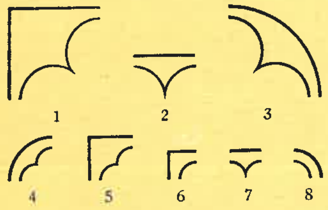
STYLISH BORDERS TO SUIT ALL TASTE.



36 POINT No. 3606 3 FEET LONG

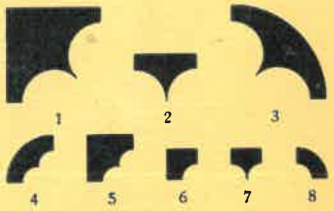
PORUS BORDERS

A



Weight About 2¼ lbs

B



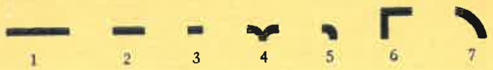
Weight About 2¼ lbs

EACH FONT CONTAINS

18 inches, 54 pieces 2; 18 inches, 108 pieces 7; 4 pieces 1, and 3; 8 pieces 4, 5, 6, and 8.

3 POINT
ON
6 POINT

RULE BORDER



EACH FONT CONTAINS

48 inches, 144 pieces 1; 12 inches, 72 pieces 2; 3 inches, 36 pieces 3; 4 pieces 4; 8 pieces 5, 6 and 7.

Weight About 1½ lbs.

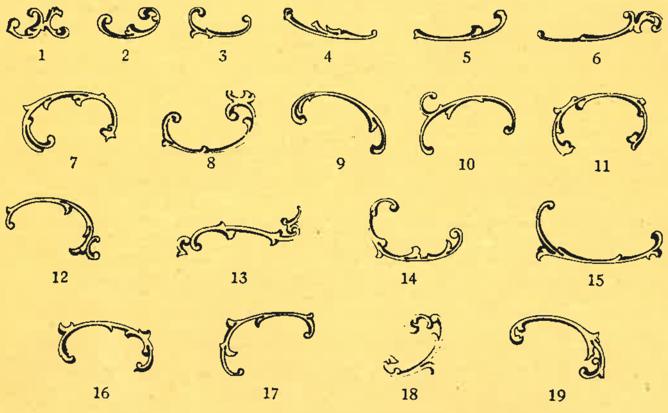
GUJARATI
TYPE
FOUNDRY

☎
22942

BOMBAY 4

RANJIT BORDER No. 1

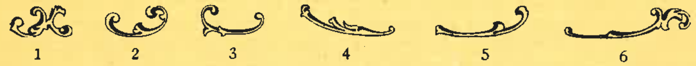
Cast on 12-Point and 24-Point Bodies



EACH FONT CONTAINS: 6 inches, 18 pieces 1, 2 and 3; 6 inches, 11 pieces 4 and 5; 6 inches, 6 pieces 6; 3 inches, 6 pieces 7, 8, 9, 10, 11, 12, 14, 16, 17 and 19; 3 inches, 4 pieces 13 and 15; 3 inches, 9 pieces 18. **Weight About 5 lbs.**

RANJIT BORDER No. 2

Cast on 12-Point Body



EACH FONT CONTAINS: 12 inches, 37 pieces 1, 2 and 3; 13 inches, 25 pieces 4 and 5; 13 inches, 20 pieces 6. **Weight About 3¼ lbs.**

Programme

Report ✻ **Sweets**

Address ✻ **Drinks**

Comedy ✻ **Ice-Cream**

Songs ✻ **Dessert**

1928

Eighth

Performance

Monday Evening

✻

Best Comedians

Attractive Scenes

✻

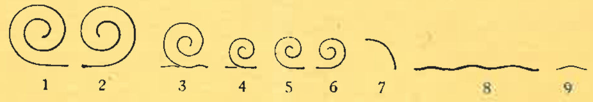
June 15th June 15th

Empire Theatre

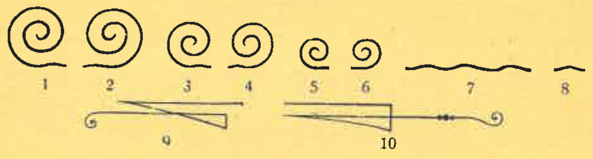
Bombay

RULE ORNAMENTS

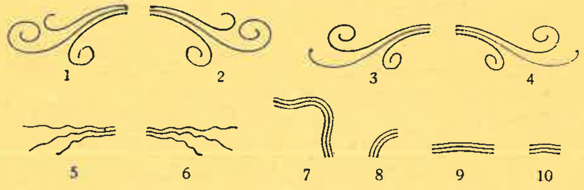
No. 1.



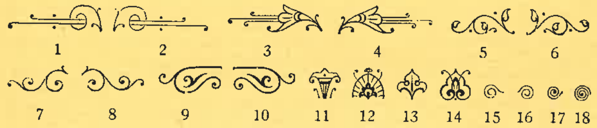
No. 2.



No. 3.



No. 4.



EACH FONT CONTAINS

No. 1. 26 inches, 40 pieces 8; 14 inches, 84 pieces 9; 8 pieces 1, 2, 3, 4, 5, 6 and 7. **Weight About 1¾ lbs.**

No. 2. 23 inches, 36 pieces 7; 7 inches, 42 pieces 8; 8 pieces 1, 2, 3, 4, 5, 6, 9 and 10. **Weight About 2½ lbs.**

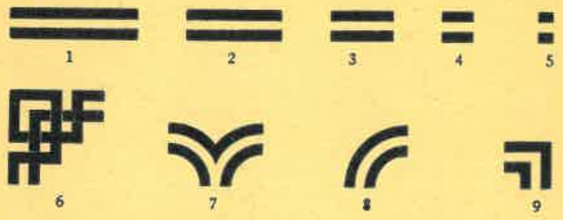
No. 3. 12 inches, 37 pieces 9; 6 inches, 36 pieces 10; 8 pieces 1, 2, 3, 4, 5, 6, 7 and 8. **Weight About 2½ lbs.**

No. 4. 8 pieces 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13 and 14; 12 pieces 15, 16, 17 and 18. **Weight About 1¾ lbs.**

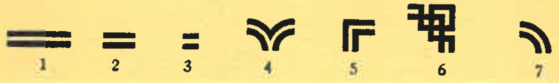
Cast on Point Bodies.

TWIN BORDERS

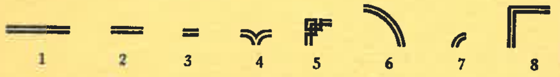
12 POINT



6 POINT



3 POINT ON 6 POINT



EACH FONT CONTAINS

12 POINT

36 inches, 54 pieces 1; 24 inches, 48 pieces 2; 18 inches, 54 pieces 3; 7 inches, 42 pieces 4; 3 inches, 36 pieces 5; 4 pieces 6 and 7; 8 pieces 8 and 9. **Weight About 4½ lbs**

6 POINT

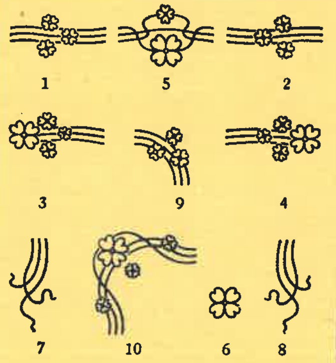
48 inches, 144 pieces 1; 12 inches, 72 pieces 2; 3, inches 36 pieces 3; 4 pieces 4; 8 pieces 5, 6 & 7. **Weight About 1¾ lbs**

3 POINT ON 6 POINT

48 inches, 144 pieces 1; 12 inches, 72 pieces 2, 3 inches, 36 pieces 3; 4 pieces 4; 8 pieces 5, 6, 7 & 8. **Weight About 1½ lbs**

KUSUM BORDER

Brass Rules of 1
and 1½ points can
be used with
this Kusum Border



EACH FONT CONTAINS

8 inches, 17 pieces 1 and 2; 3 ins.
6 pieces 3 and 4; 3 ins. 18 pieces 6;
4 pieces 5 and 9; 4 pieces 7, 8 & 10.
Weight About 2¾ lbs.

Gujarati Type Foundry

BOMBAY No. 4

For price see separate list

KUSUM
HAIR OIL

Re: 1.4 only

Prepared by
THE KUSUM
PERFUMERY Co.
BOMBAY

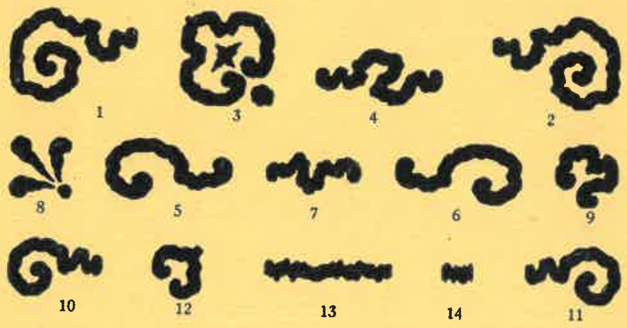
BANQUET
AT
THE RIPON CLUB
TO
SIR P. C. RAY
PLEASE ATTEND MAY 11, 9-30 P.M.

THE CONSTANTLY
INCREASING USE
:: OF ::
G. T. F. TYPE
:: IN ::
PRINTING MATTER
IS PRETTY CONCLUSIVE PROOF THAT
IT PAYS

LADIES'
TICKET
Rs.
2
Green Gate
OUR
OWN CLUB

G. T. F.
BORDERS
DECORATE
YOUR
PRINTING

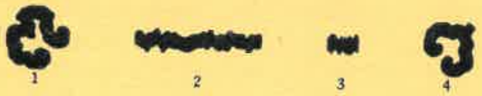
ZIG-ZAG BORDER A



EACH FONT CONTAINS

6 inches, 9 pieces 4; 6 inches, 12 pieces 7; 15 inches, 22 pieces 13; 4 inches, 24 pieces 14; 8 pieces 1, 2, 3, 5, 6, 8, 9, 10, 11 and 12. **Weight About 5¾ lbs**

ZIG-ZAG BORDER B



EACH FONT CONTAINS

17 inches, 26 pieces 2; 4 inches, 24 pieces 3; 8 pieces 1 and 4.
Weight About 2¾ lbs

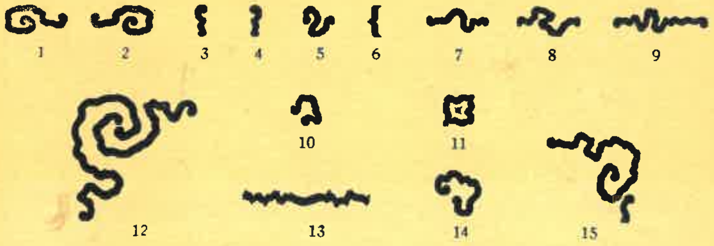
Cast on Point Bodies.

For prices see separate list

THE GUJARATI TYPE FOUNDRY

Cast on Point Bodies

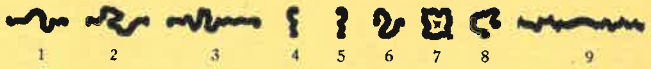
ZIG-ZAG BORDER C



EACH FONT CONTAINS

4 inches, 12 pieces 1 and 2; 6 inches, 18 pieces 7 and 8; 6 inches, 12 pieces 9; 29 inches, 44 pieces 13; 8 pieces 3, 4, 5, 6, 10, 11, 14 and 15; 4 pieces 12. **Weight About 3½ lbs**

ZIG-ZAG BORDER D

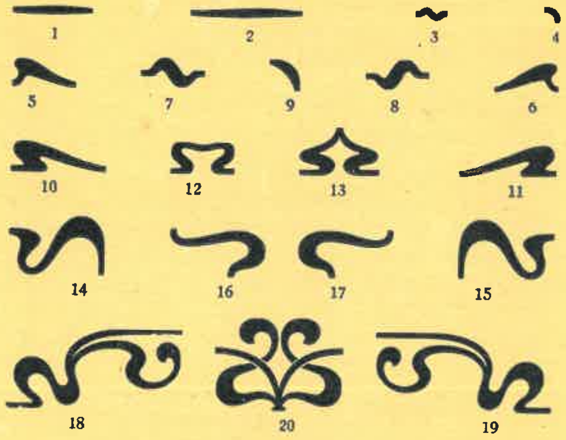


EACH FONT CONTAINS

6 inches, 18 pieces 1 and 2; 6 inches, 12 pieces 3; 29 inches 44 pieces 9; 8 pieces 4, 5, 6, 7 and 8. **Weight About 2 lbs**

For prices see separate list

HIND BORDER



Nice Border for Artistic Display

EACH FONT CONTAINS

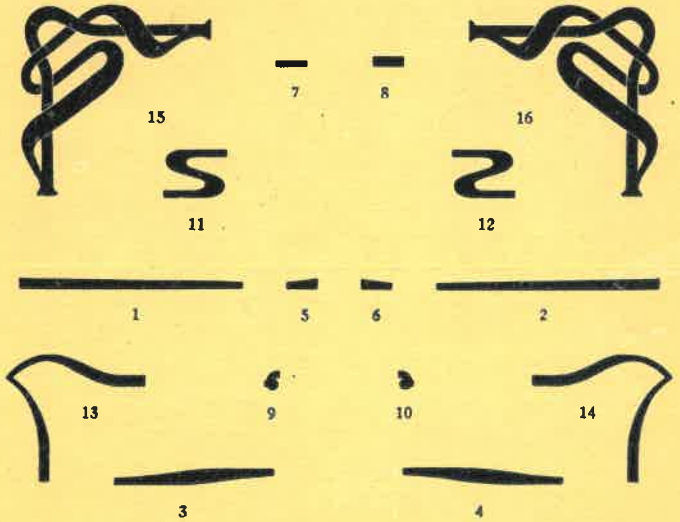
36 inches, 87 pieces 1; 28 inches, 48 pieces 2; 6 inches, 36 pieces 3; 8 pieces 4, 5, 6, 7, 8, 9, 10, 11 and 12; 4 pieces 13, 14, 15, 16, 17, 18, 19 and 20 **Weight About 3¾ lbs**

Two Point Brass Rule of No. 3 matches with the Hind Border, as shewn here and is readily justified with the aid of our Point Leads.

For price see separate list

GURU BORDER

Effective Border for Quick Handling.



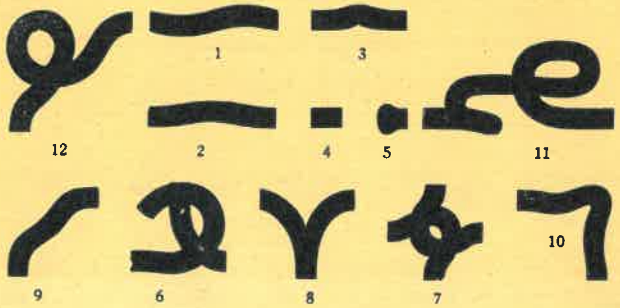
EACH FONT CONTAINS

14 inches, 12 pieces 1 and 2; 15 inches, 18 pieces 3 and 4; 6 inches, 36 pieces 5, 6, 7 and 8; 3 inches, 36 pieces 9 and 10; 8 pieces 11 and 12; 4 pieces 13, 14, 15 and 16. **Weight About 5½ lbs**

For price see separate list

BABU BORDERS

12-Point Babu Border

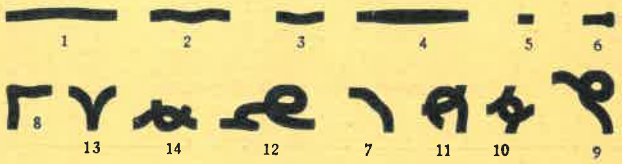


EACH FONT CONTAINS

30 inches. 39 pieces 1 and 2; 15 inches, 30 pieces 3; 6 inches, 36 pieces 4; 8 pieces 5, 9 and 10; 4 pieces 6, 7, 8, 11 and 12.

Weight About 5½ lbs.

6-Point Babu Border



EACH FONT CONTAINS

31 inches, 54 pieces 1 and 4; 12 inches, 29 pieces 2; 9 inches, 36 pieces 3; 3 inches, 36 pieces 5; 8 pieces 6, 7, 8 and 9; 4 pieces 10, 11, 12, 13 and 14. **Weight About 2¾ lbs.**

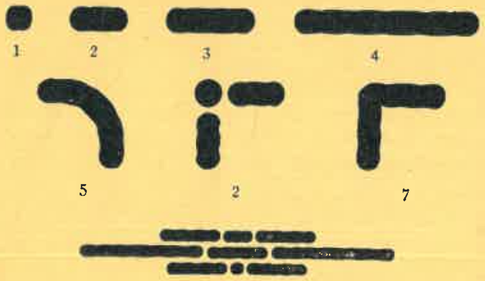
BEST FOR ADS.

---

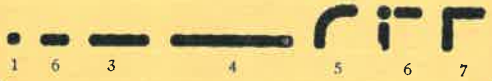
6 and 12 Point

Nana Border

12 Point



6 Point



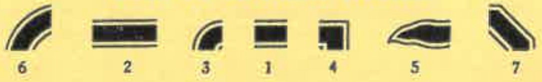
EACH FONT CONTAINS

12 Point 4 inches, 24 pieces 1; 14 inches, 48 pieces 2; 13 inches, 27 pieces 3; 14 inches, 14 pieces 4; 4 pieces 5, 6 and 7. **Weight About 2½ lbs**

6 Point 5 inches, 60 pieces 1; 13 inches, 79 pieces 2: 24 inches, 73 pieces 3; 28 inches, 42 pieces 4; 4 pieces 5, 6 and 7. **Weight About 1¾ lbs**

Three-Line Border A

Cast on 12-Point Bodies.

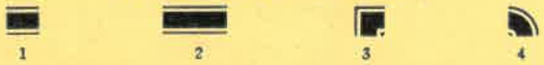


EACH FONT CONTAINS

6 inches, 36 pieces 1; 48 inches, 144 pieces 2; 8 pieces 3, 4, 6 and 7; 4 pieces 5. **Weight About 2¾ lbs.**

Three-Line Border B

Cast on 12-Point Bodies.

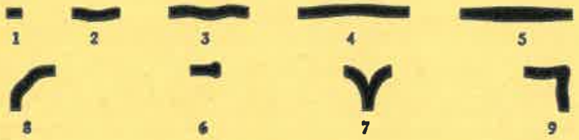


EACH FONT CONTAINS

6 inches, 36 pieces 1; 56 inches, 168 pieces 2; 8 pieces 3 and 4. **Weight About 2¾ lbs.**

TIPU BORDER

Cast on Point Bodies.

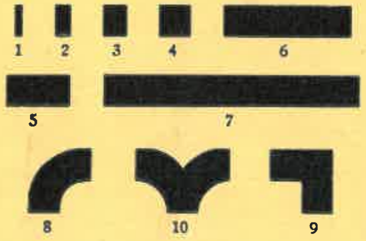


EACH FONT CONTAINS

3 inches, 36 pieces 1; 8 inches, 32 pieces 2; 14 inches, 34 pieces 3: 15 inches, 31 pieces 4 and 5; 8 pieces, 6, 8 and 9; 4 pieces 7. **Weight About 1½ lbs.**

Rule Borders

12-POINT

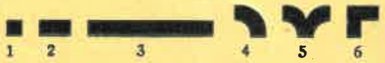


EACH FONT CONTAINS

6 inches, 36 pieces 4; 6 inches, 24 pieces, 1, 2 and 3; 12 inches, 36 pieces 5; 24 in. 36 pieces 6; 36 in. 27 pieces 7; 8 pieces, 8 and 9; 4 pieces, 10. **Weight About 4 lbs**

Copper **Alloy**

6-POINT



EACH FONT CONTAINS

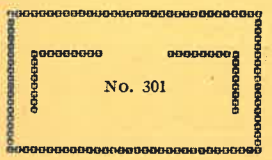
3 inches 36 pieces, 1; 8 inches 48 pieces, 42; 48 in. 72 pieces, 3; 8 pieces, 4 and 6; 4 pieces 5. **Weight About 1½ lbs**

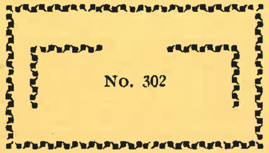
Gujarati Type Foundry

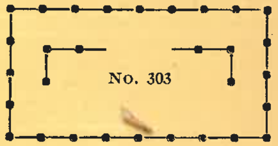
Girgaon-Gaiwadi, BOMBAY

GUJARATI BORDERS

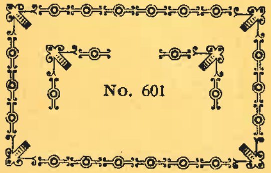
3 Point **3-POINT BORDERS** Each Font 10 Feet Long

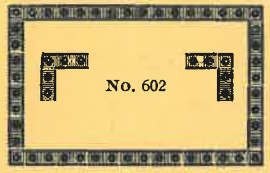

No. 301

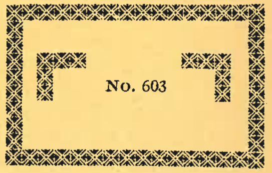

No. 302

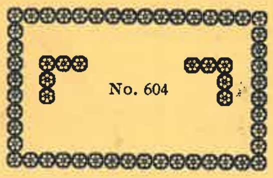

No. 303

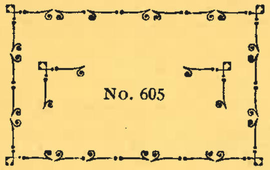
6 Point **6-POINT BORDERS** Each Font 5 Feet Long

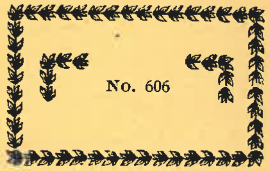

No. 601

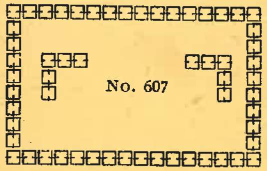

No. 602

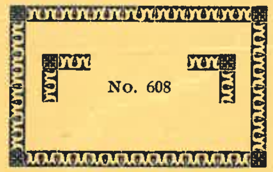

No. 603

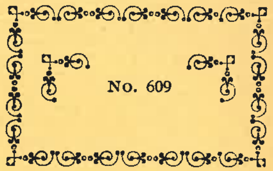

No. 604

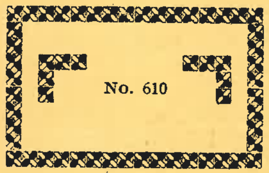

No. 605

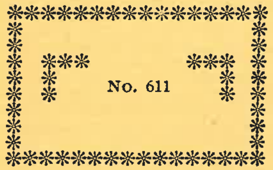

No. 606

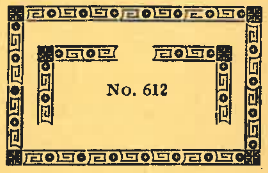

No. 607

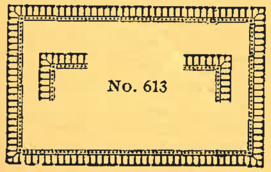

No. 608

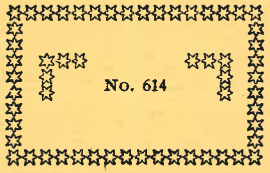

No. 609

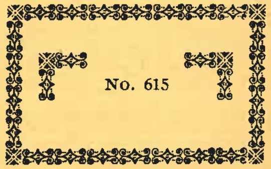

No. 610


No. 611


No. 612

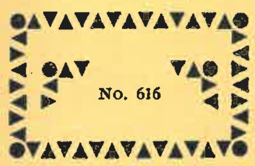

No. 613

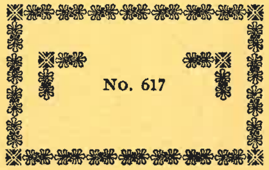

No. 614

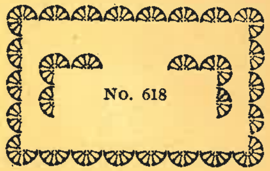

No. 615

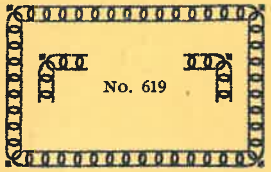
GUJARATI BORDERS

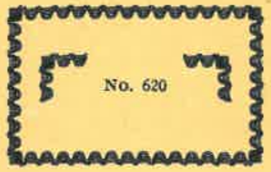
6 Point **6-POINT BORDERS** Echa Font 5 Feet Long

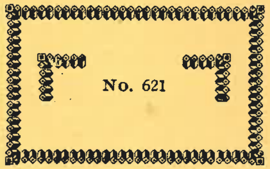

No. 616

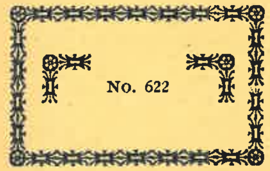

No. 617

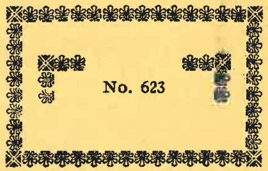

No. 618

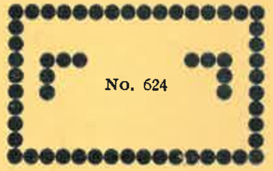

No. 619

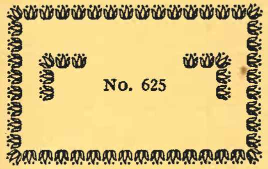

No. 620

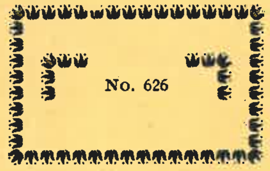

No. 621

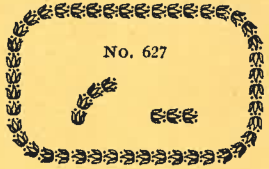

No. 622

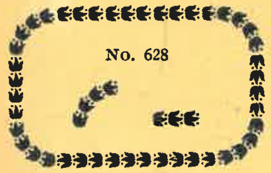

No. 623

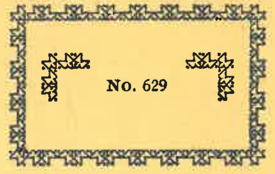

No. 624

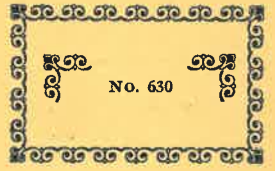

No. 625

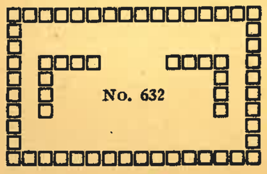

No. 626

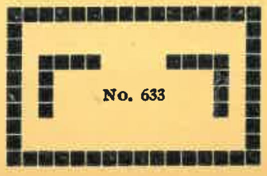

No. 627

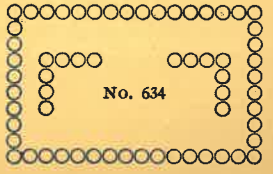

No. 628


No. 629


No. 630


No. 632


No. 633

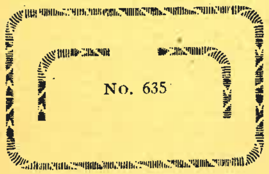

No. 634

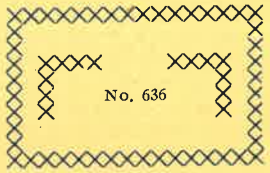
GUJARATI BORDERS

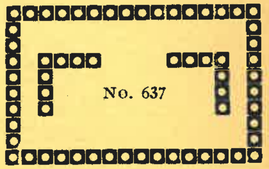
6 Point

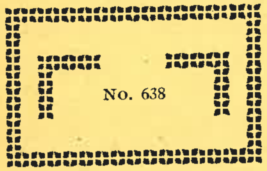
6-POINT BORDERS

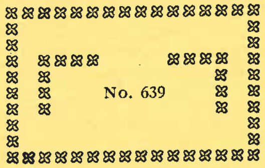
Each Font 5 Feet Long

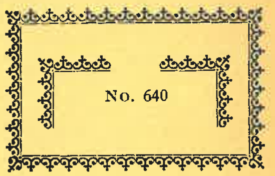

No. 635


No. 636


No. 637


No. 638

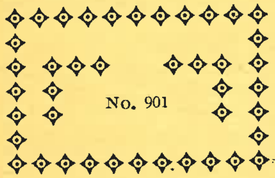

No. 639

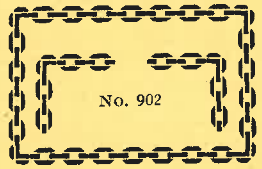

No. 640

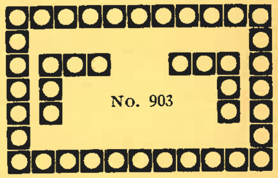
9 Point

9-POINT BORDERS

Each Font 5 Feet Long


No. 901

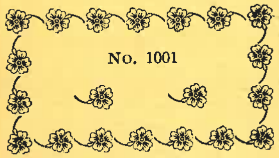

No. 902

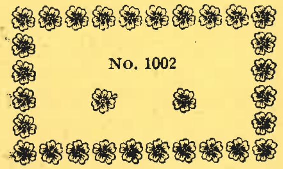

No. 903

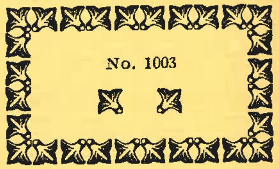
10 Point

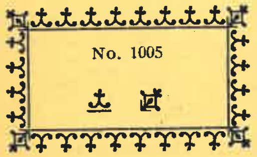
10-POINT BORDERS

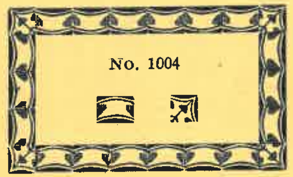
Each Font 5 Feet Long

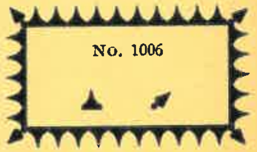

No. 1001

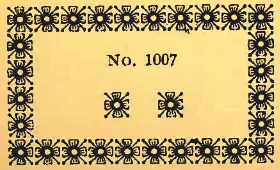

No. 1002

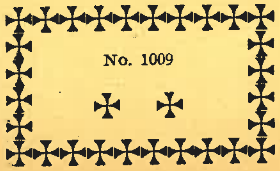

No. 1003

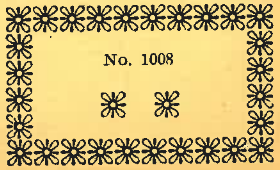

No. 1005


No. 1004


No. 1006


No. 1007


No. 1009

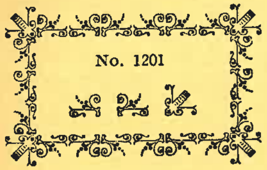

No. 1008

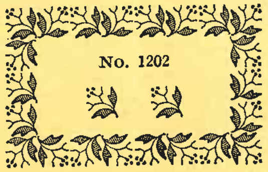
GUJARATI BORDERS

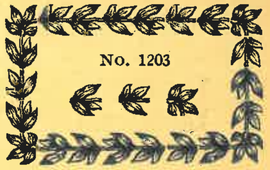
12 Point

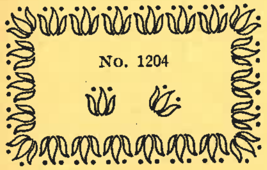
12-POINT BORDERS

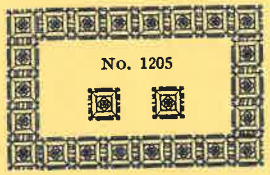
Each Font 5 Feet Long

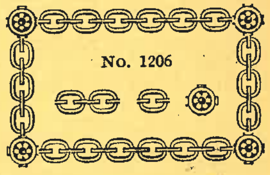

No. 1201

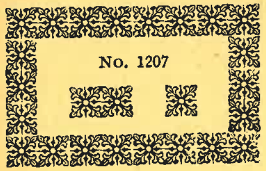

No. 1202

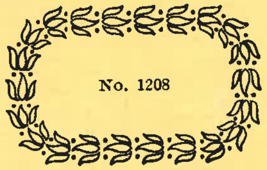

No. 1203

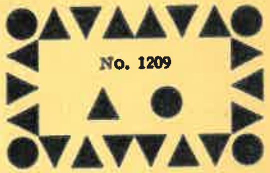

No. 1204

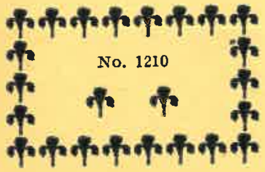

No. 1205

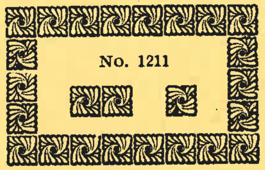

No. 1206

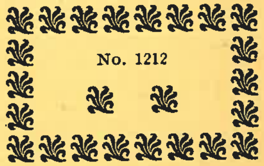

No. 1207

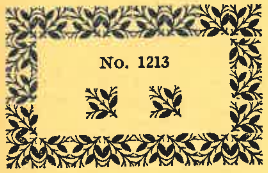

No. 1208

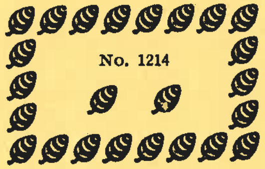

No. 1209

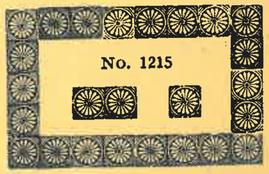

No. 1210

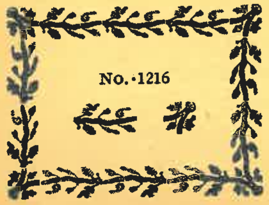

No. 1211

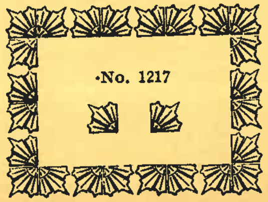

No. 1212

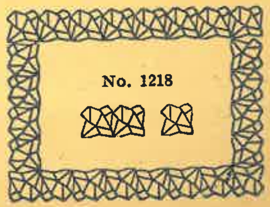

No. 1213


No. 1214


No. 1215

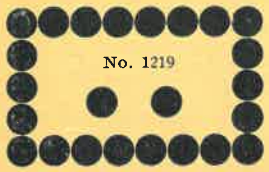

No. 1216

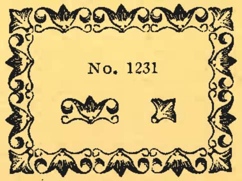

No. 1217

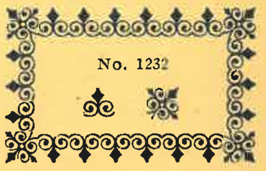

No. 1218

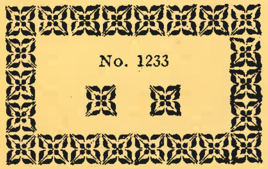
GUJARATI BORDERS

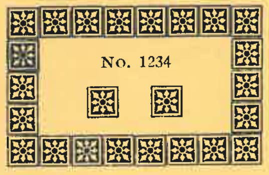
12 POINT **12-POINT BORDERS** EACH FONT 5 FEET LONG

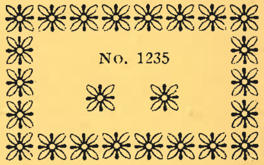

No. 1219

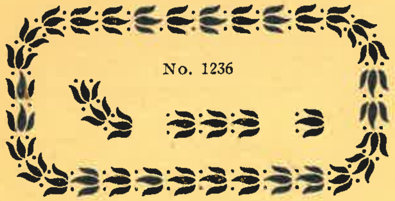

No. 1231

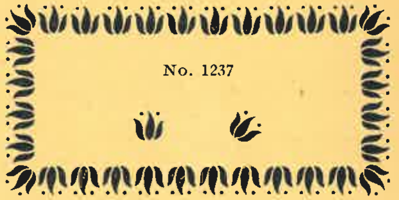

No. 1232


No. 1233

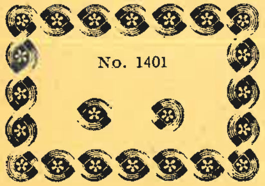

No. 1234

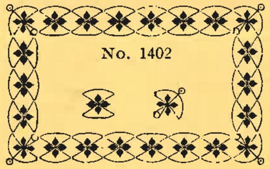

No. 1235

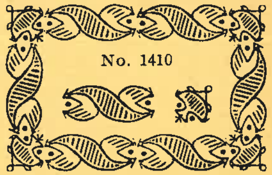

No. 1236


No. 1237

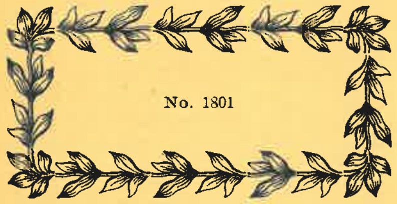
14 POINT **14-POINT BORDERS** EACH FONT 5 FEET LONG

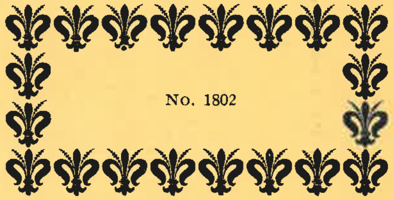

No. 1401

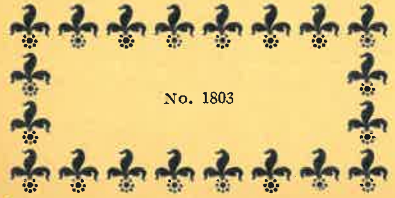

No. 1402

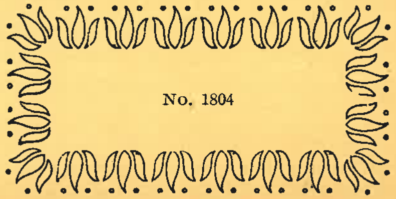

No. 1410

18 POINT **18-POINT BORDERS** EACH FONT 5 FEET LONG


No. 1801


No. 1802


No. 1803

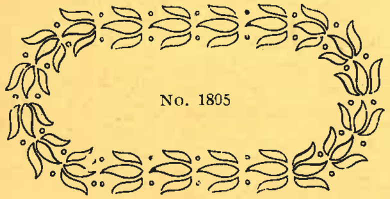

No. 1804

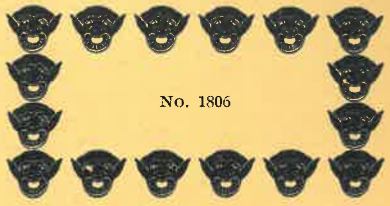
For prices see separate list

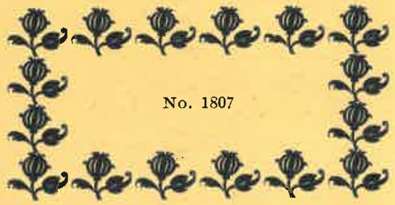
THE GUJARATI TYPE FOUNDRY BOMBAY 4

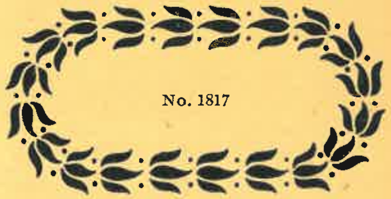
GUJARATI BORDERS

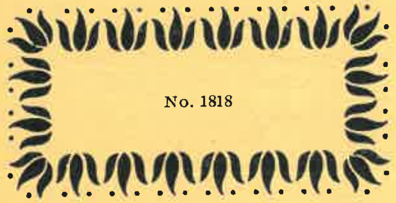
18 POINT **18-POINT BORDERS** EACH FONT 5 FEET LONG

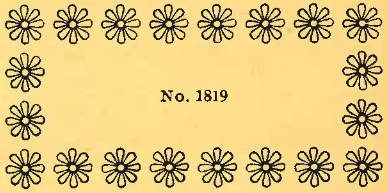

No. 1805


No. 1806

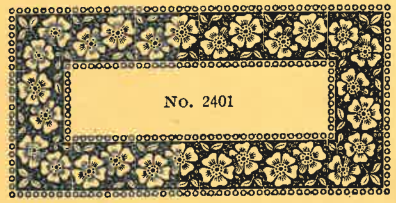

No. 1807

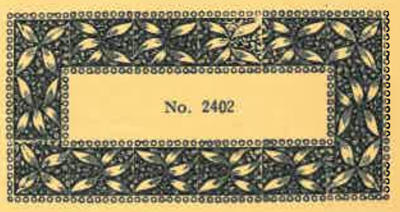

No. 1817

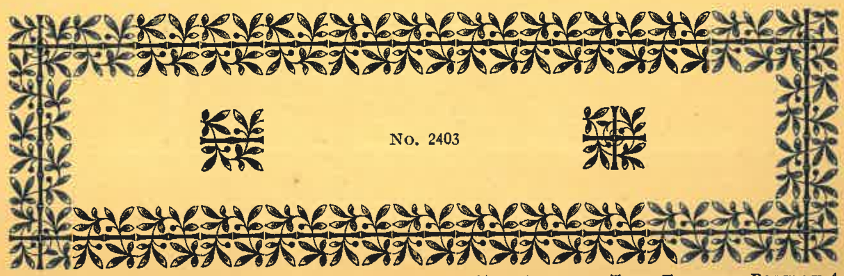

No. 1818


No. 1819

24 POINT **24-POINT BORDERS** EACH FONT 3 FEET LONG


No. 2401

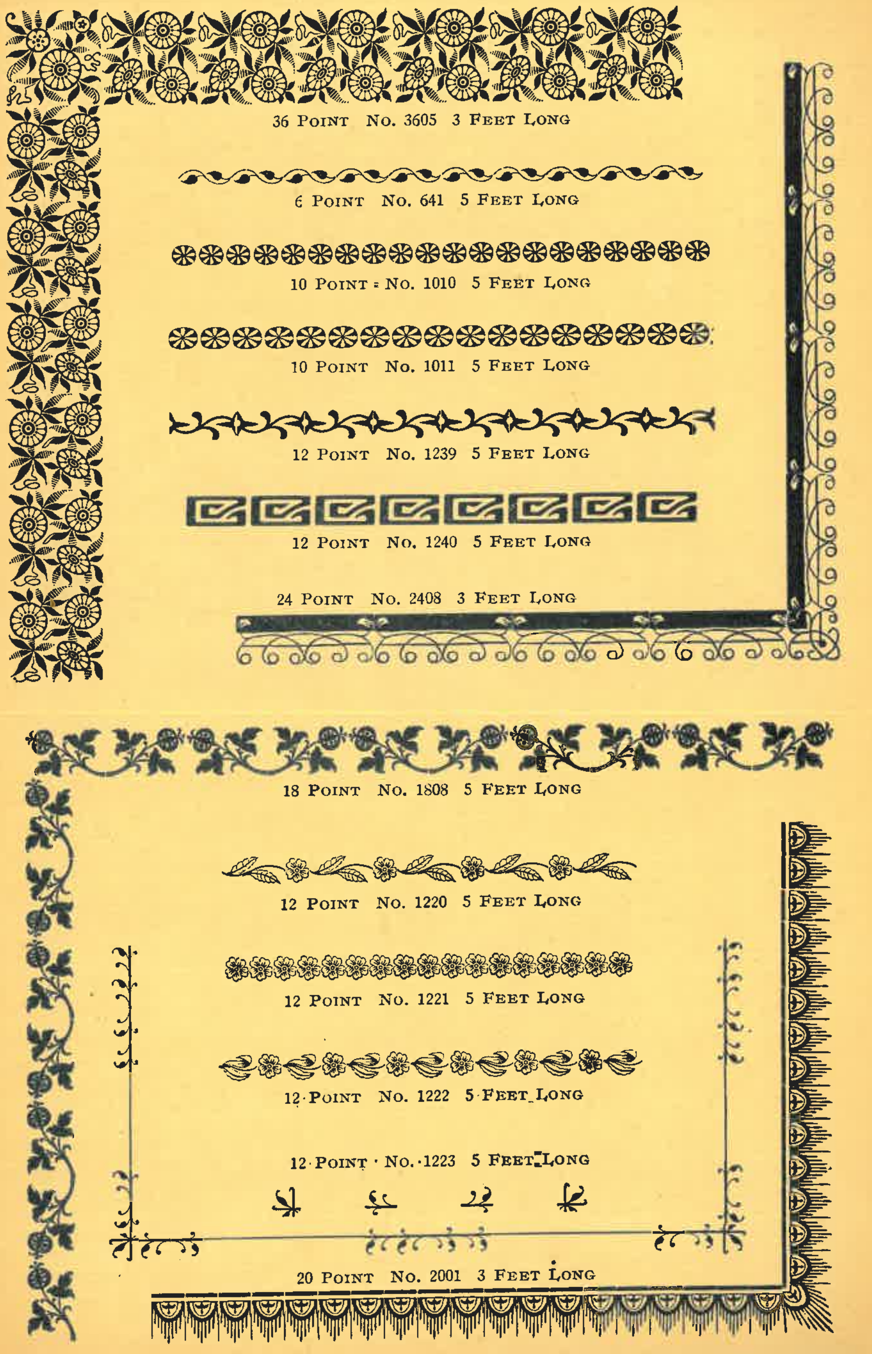

No. 2402


No. 2403

For prices see separate list

THE GUJARATI TYPE FOUNDRY BOMBAY 4

GUJARATI BORDERS



36 Point No. 3605 3 Feet Long

6 Point No. 641 5 Feet Long

10 Point No. 1010 5 Feet Long

10 Point No. 1011 5 Feet Long

12 Point No. 1239 5 Feet Long

12 Point No. 1240 5 Feet Long

24 Point No. 2408 3 Feet Long

18 Point No. 1808 5 Feet Long

12 Point No. 1220 5 Feet Long

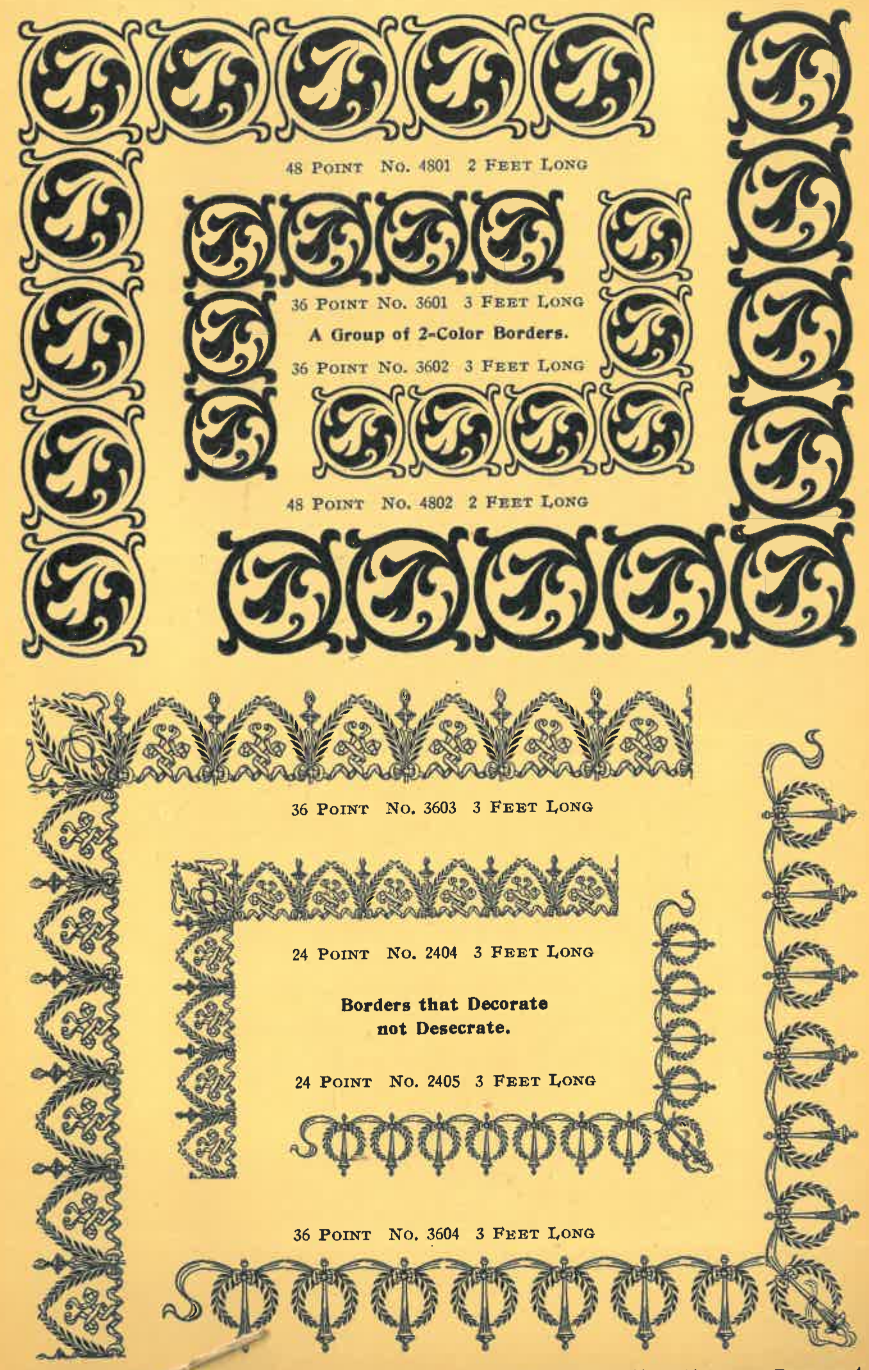
12 Point No. 1221 5 Feet Long

12 Point No. 1222 5 Feet Long

12 Point No. 1223 5 Feet Long

20 Point No. 2001 3 Feet Long

GUJARATI BORDERS



48 Point No. 4801 2 Feet Long

36 Point No. 3601 3 Feet Long

A Group of 2-Color Borders.

36 Point No. 3602 3 Feet Long

48 Point No. 4802 2 Feet Long

36 Point No. 3603 3 Feet Long

24 Point No. 2404 3 Feet Long

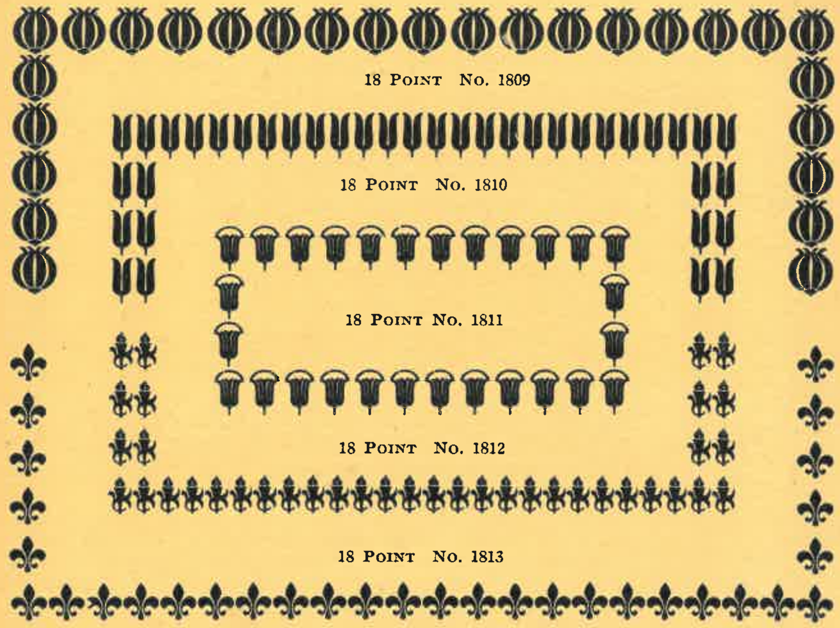
Borders that Decorate
not Desecrate.

24 Point No. 2405 3 Feet Long

36 Point No. 3604 3 Feet Long

GUJARATI BORDERS

Each 5 Feet Long



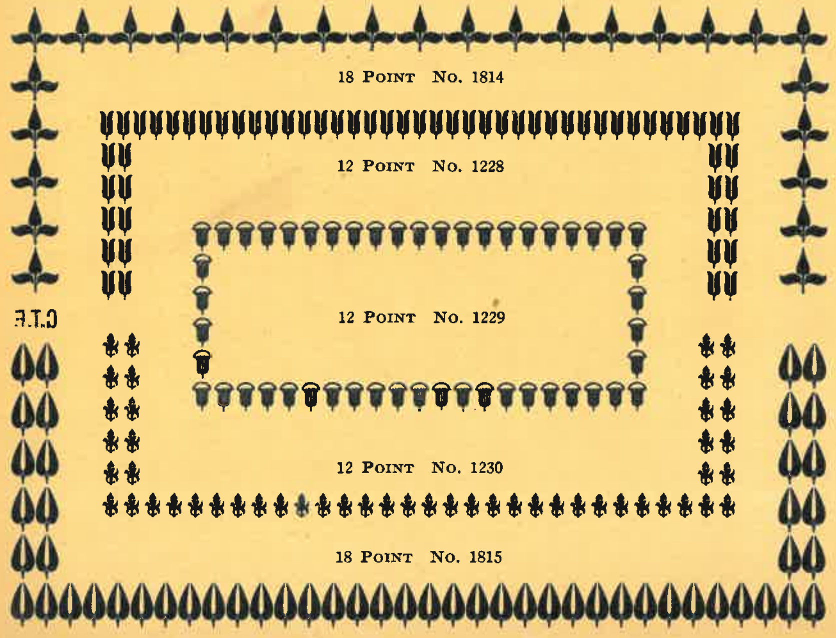
18 Point No. 1809

18 Point No. 1810

18 Point No. 1811

18 Point No. 1812

18 Point No. 1813



18 Point No. 1814

12 Point No. 1228

12 Point No. 1229

12 Point No. 1230

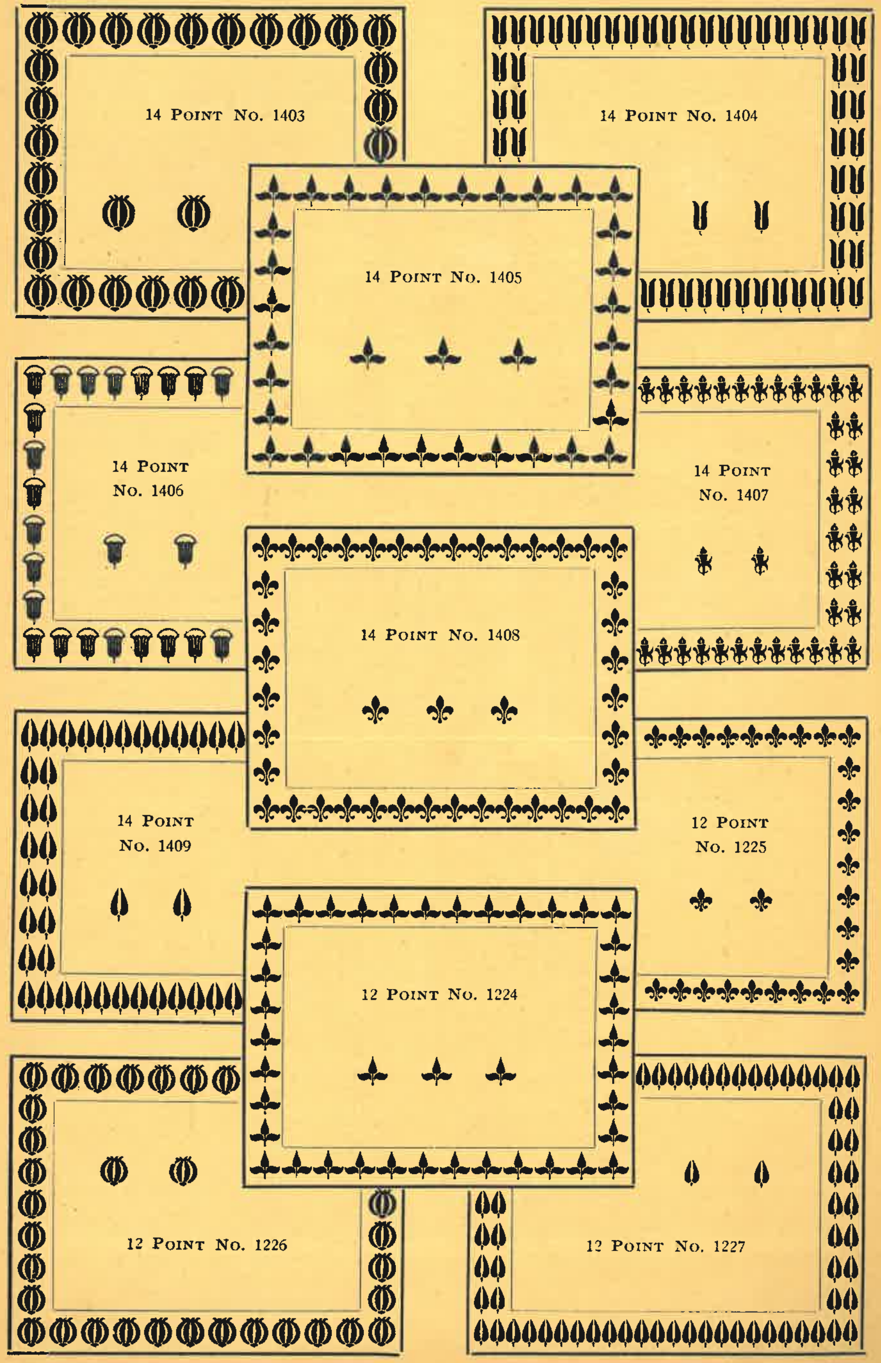
18 Point No. 1815

For prices see separate list

THE GUJARATI TYPE FOUNDRY BOMBAY 4

GUJARATI BORDERS

Each 5 Feet Long



14 Point No. 1403

14 Point No. 1404

14 Point No. 1405

14 Point No. 1406

14 Point No. 1407

14 Point No. 1408

14 Point No. 1409

12 Point No. 1225

12 Point No. 1224

12 Point No. 1226

12 Point No. 1227

For prices see separate list

THE GUJARATI TYPE FOUNDRY BOMBAY 4

STANDARD LINE
GTF
POINT SET-BODY
GUJARATI TYPE FOUNDRY

FOLLY BORDERS

18 Point-A

EACH
3 Feet Long
A or B

18 Point-B

12 Point-B 5 Feet Long

12 Point-A 5 Feet Long

6 Point-A 5 Feet Long

6 Point-B 5 Feet Long

FOLLY BORDERS CAN BE UTILISED FOR ONE OR TWO COLORS.
GUJARATI TYPE FOUNDRY-BOMBAY No. 4

Outline—A

Solid—B

ISLAMIA BORDER

12 Point. 5 Feet Long

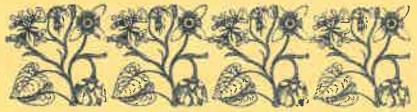
12 Point. 5 Feet. Long

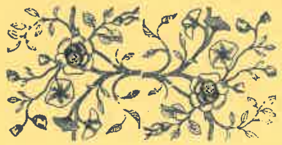
For prices see separate list

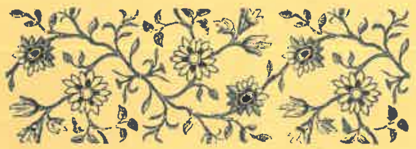
FOLIAGE BORDERS

Nice Ground Designs can be also arranged with these beautiful Foliage Borders

EACH 2 FEET LONG


No. 1

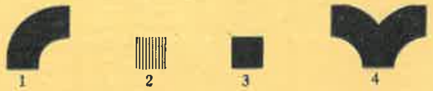

No. 2


No. 3

THE
GUJARATI TYPE FOUNDRY
Printers' Providers
GIRGAON-GAIWADI
BOMBAY

For prices see separate list

12 POINT BEGUM BORDER



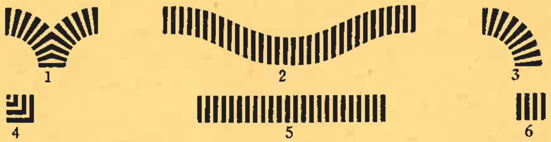
EACH FONT CONTAINS

8 Pieces No. 1; 180 of 2 & 3; and 4 of 4.

Weight About 3 lbs

12 Pt. Zebra Border

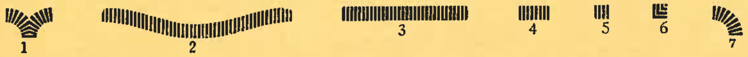
Font contains 4 pieces 1, 10 of 2, 8 of 3, 20 of 4, 36 of 5 and 18 of 6.



Weight About 3½ lbs

6 Pt. Zebra Border

Font contains 4 pieces 1, 6 of 2, 56 of 3, 36 of 4, 32 of 5, 16 of 6 and 8 of 7.



Weight About 1½ lbs

MAHARANI BORDERS

EACH 5 FEET LONG

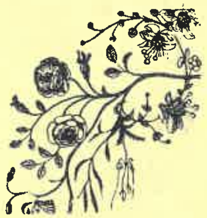
12 POINT
Weight About
2¾ lbs

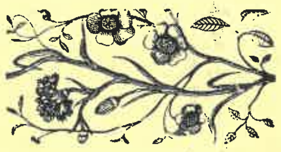
6 POINT
Weight About
1¾ lb

FOLIAGE BORDER

No. 4

Each Font 2 Feet Long





GUJARATI TYPE FOUNDRY

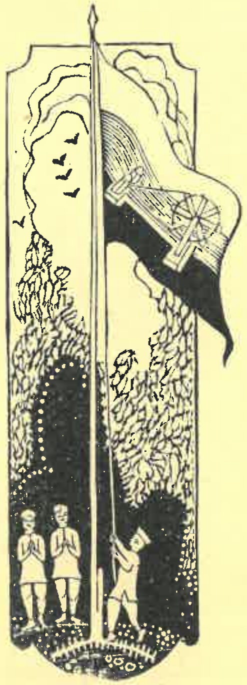
GAIWADI-GIRGAON

BOMBAY 4

36 POINT

GUJARATI BORDER NO. 3607

Each Font 2 Feet Long



No. 1247—Rs. 3/8

GUJARATI TYPE FOUNDRY
GIRGAON-GAIWADI
BOMBAY 4

ARVIND BORDERS

12-POINT

1 2
3 6 7
4 5

FONT CONTAINS 12 pieces of 1; 18 of 2 & 3; 16 of 4, 5 & 6; 10 of 7.
Weight About 2¾ lbs.

6-POINT

1 2 5
4 3 6

Font Contains 20 pieces 1; 48 of 2, 3 & 5; 16 of 4; 16 of 6.
Weight About 1¾ lbs.

12-POINT GUJARATI BORDER No. 1242

5 FEET

10-POINT GUJARATI BORDER No. 1013

5 FEET

---

6 POINT BEGUM BORDER

1 2 3 4

EACH FONT CONTAINS
8 Pieces of 1; 350 of 2 & 3; and 4 of 4.
Weight About 1½ lbs.

12-Pt. BRICK BORDER

1 2

EACH FONT CONTAINS
162 Pieces of 1; & 36 Pieces of 2.
Weight About 2¾ lbs.

18 Point A

18 Point B

STAR BORDERS

Each Font
5 Feet Long

10 Point A

10 Point B

12 Point A

12 Point B

18 Point
Islamia Border A
5 feet long.

6 Point
Gujarati Border
No. 651
5 feet long.

18 Point
Islamia Border B
5 feet long

For prices see separate list

GUJARATI BORDERS

18-POINT No. 1820 4 FEET Long

Has right and left-hand units. Can be made-up into multiples only of three picas. Corners are two units to be mitred at 45 degrees.

18-POINT No. 1824 4 FEET Long

Has right and left-hand units. Can be made-up into multiples only of three picas. Corners are two units to be mitred at 45 degrees.

18-POINT No. 1822
4 FEET Long

Has right and left-hand units. Corners are two units to be mitred at 45 degrees. Can be made-up into multiples only of nine points.

18-POINT
No. 1821
4 FEET Long
Can be made-up best into multiples only of three picas.

18-POINT No. 1823
4 FEET LONG

Can be made-up into multiples only of nine points.

Gujarati Combination Border No. 1825

EACH FONT CONTAINS 12 inch, 48 pieces, 1, 2, 3 and 4; 12 inches, 96 pieces, 5, 6 and 7; 20 pieces of 8.

1 3 5 7 8 6 4 2

Weight About 6 lbs.

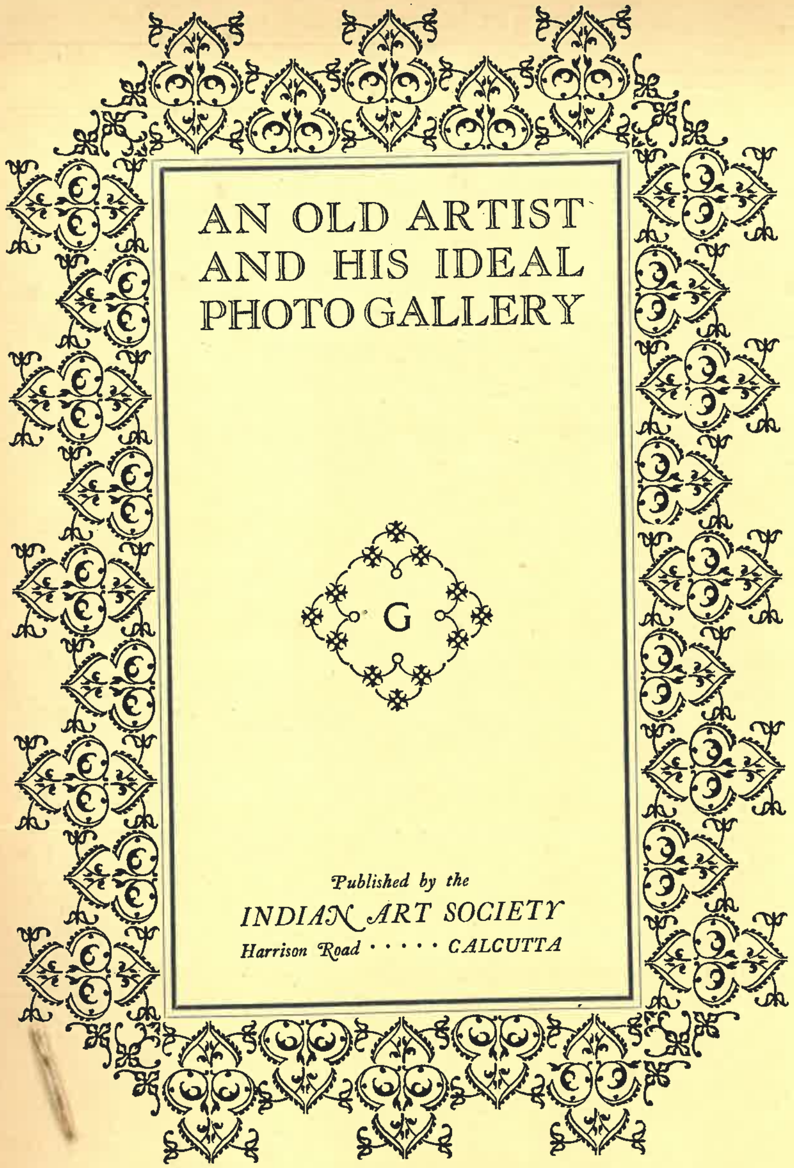
For prices see separate list

RICH BORDER
FOR
RICH PRINTING

STUDY
THESE FINE
SETTINGS IN
BORDER
No. 1825

Order To-day

Harmony of
purpose and
action is
essential to
highest
efficiency.
In
GUJARATI
BORDER
No. 1825
You find
such a happy
combination



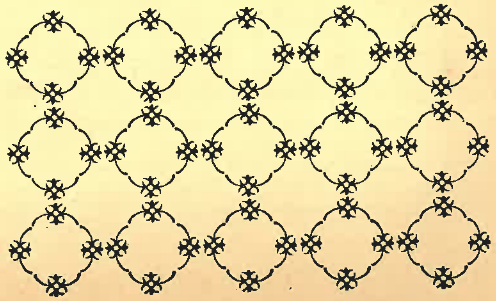
AN OLD ARTIST
AND HIS IDEAL
PHOTO GALLERY

G

Published by the
INDIAN ART SOCIETY
Harrison Road · · · · · *CALCUTTA*

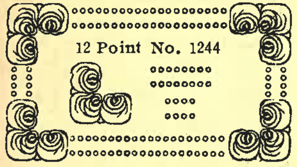
GUJARATI TYPE FOUNDRY, Gaiwadi Girgaon, BOMBAY 4

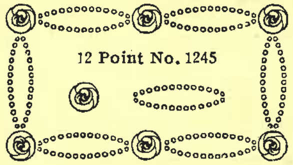
THIS FINE BORDER DISPLAYS THE SKILL AND THE INGENUITY OF THE COMPOSITORS :: :: :: ::

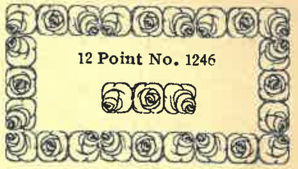


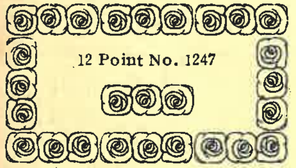
GUJARATI BORDERS

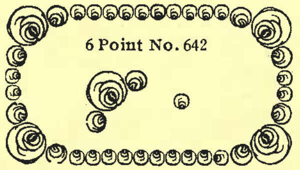
Each Font 5 Feet Long

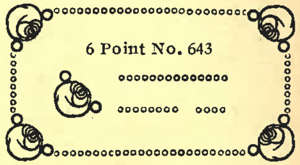

12 Point No. 1244

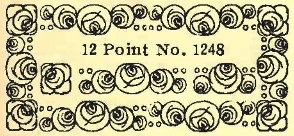

12 Point No. 1245

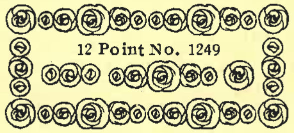

12 Point No. 1246

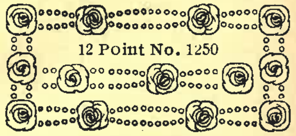

12 Point No. 1247

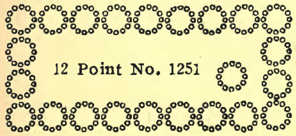

6 Point No. 642

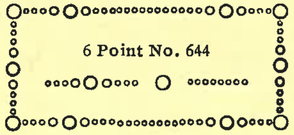

6 Point No. 643

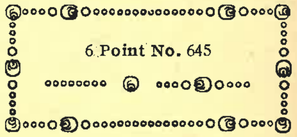

12 Point No. 1248

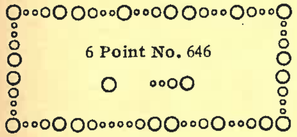

12 Point No. 1249

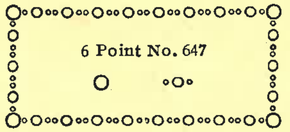

12 Point No. 1250

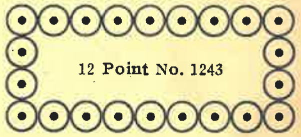

12 Point No. 1251

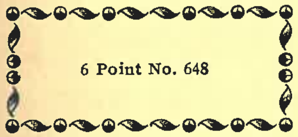

6 Point No. 644

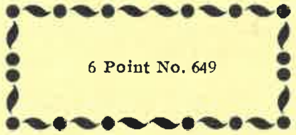

6 Point No. 645

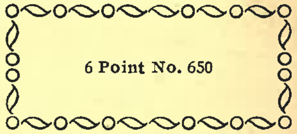

6 Point No. 646


6 Point No. 647


12 Point No. 1243


6 Point No. 648


6 Point No. 649


6 Point No. 650

GUJARATI TYPE FOUNDRY

Gaiwadi-Girgaon

BOMBAY 4

For prices see separate list

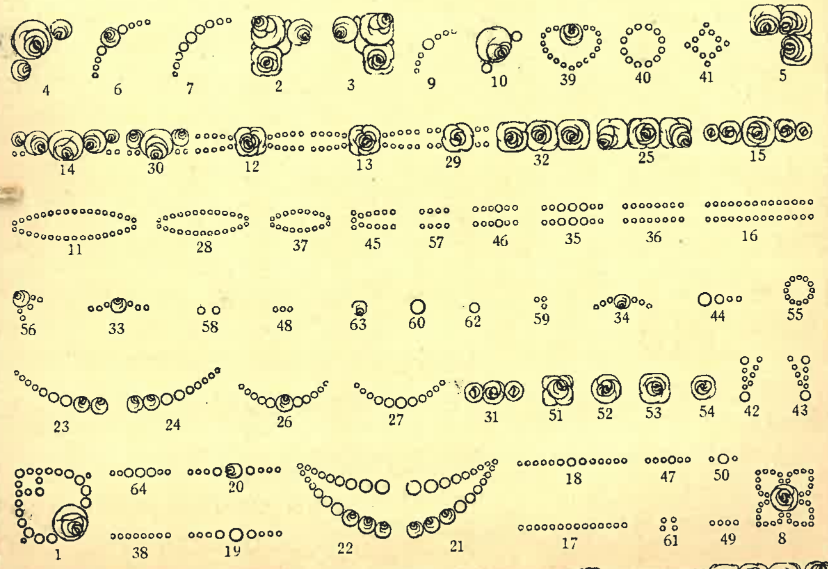
PEARL AND ROSE BORDERS

DESIGNS LIMITED ONLY BY THE SKILL
OF THE COMPOSITOR

Weight About 5 lbs. 8 oz.

Gujarati Type Foundry
BOMBAY

SYNOPSIS


4
6
7
2
3
9
10
39
40
41
5
14
30
12
13
29
32
25
15
11
28
37
45
57
46
35
36
16
56
33
58
48
63
60
62
59
34
44
55
23
24
26
27
31
51
52
53
54
42
43
64
20
18
47
50
1
38
19
22
21
17
61
49
8

For prices see separate list

Note the Ideal

Our motto is not "he that runs may read" but he that reads shall run to buy our *hobby*, *habit* and *hallmark* in Borders like the *Rose* and the *Pearl.*

GUJARATI TYPE FOUNDRY
BOMBAY

CHARMING
PHOTO
GALLERY

AT
MOUNT ABU

THE INDIAN
JEWELLERS PRIZE
COMPETITION

THE INDIAN JEWELLERY EMPORIUM
CALCUTTA

Simplicity

Not Simpleness

Beseechments for simplicity in typography are often an apology for not being able to create anything else. We counsel neither sumptuous effects nor simple effects, *but the seemly effect* for the job to be done.

We therefore recommend a trial with our *Pearl* and *Rose Borders.*

The Gujarati Type Foundry-Bombay

CIRO
PEARLS

CIRO PEARLS
SUPPLY Co.
SURAT

PRICE LIST

P. E. No. 72020

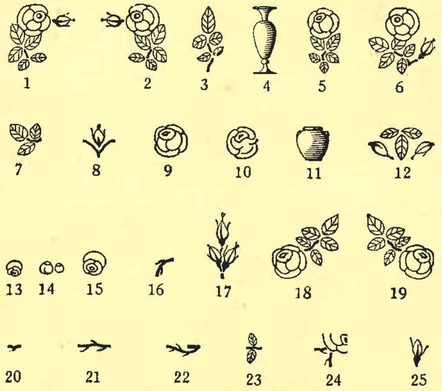
MINERVA PRINTERY
AHMEDABAD

A
LOVELY
BORDER

CHEAP
FOR
ITS
PRICE

Gulistan Border

SYNOPSIS



EACH FONT CONTAINS

48 pieces 7, 20 and 21; 36 pieces 8 and 23; 24 pieces 3, 5, 9, 10, 13, 14, 15, 22 and 25; 12 pieces 16, 17 and 24; 8 pieces 1, 2, 6, 18 and 19; 6 pieces 4 and 11. **Weight About 5 lb. 8 oz.**

The Gujarati Type Foundry
Bombay 4

THE GUJARATI
TYPE FOUNDRY
BOMBAY

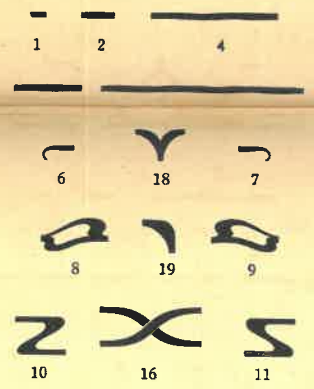
STANDARD LINE GTF POINT SET-BODY GUJARATI TYPEFOUNDRY

EACH FONT CONTAINS
3 inches, 34 pieces 1; 12 inches, 68 pieces 2; 18 inches, 51 pieces 3; 24 inches, 34 pieces 4; 24 inches, 23 pieces 5; 4 pieces 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 20, 25, 26,29, 34 and 35; 8 pieces 18 and 19; 2 pieces 21, 22, 23, 24, 27, 28, 30, 31, 32, 33, 36, 37, 38 and 39. **Weight about 8½ lbs.**

STANDARD LINE GTF POINT SET-BODY GUJARATI TYPEFOUNDRY

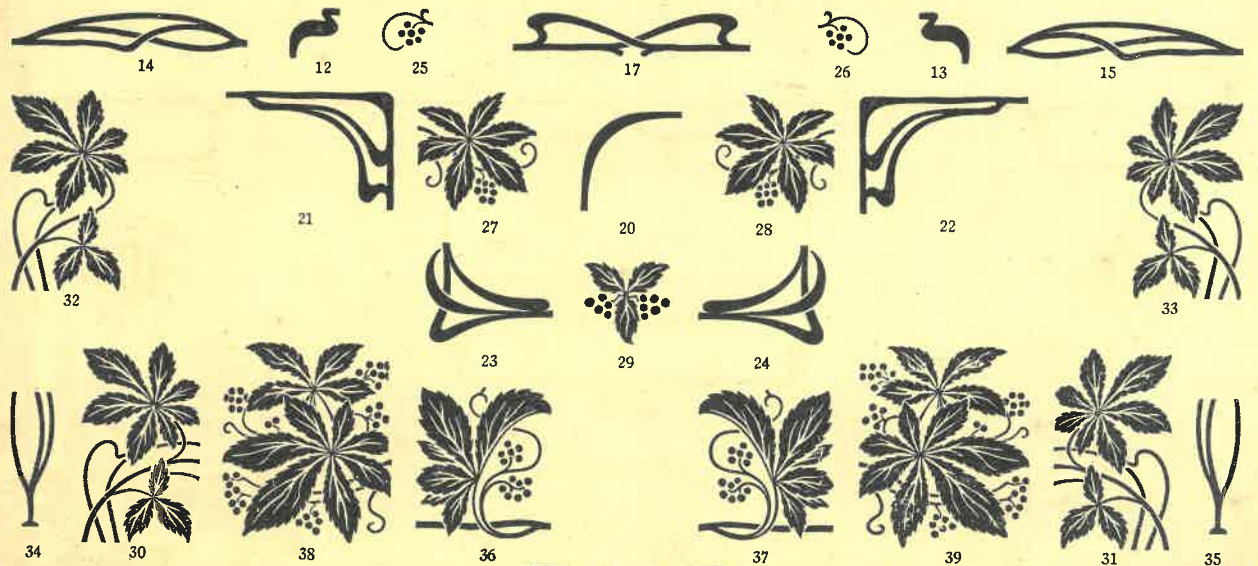
VASANT BORDER

For price see separate list


1
2
4
6
18
7
8
19
9
10
16
11

A sari with a border looks beautiful so would printing look with the Vasant Border.

A combination border brings new thoughts and gives an impetus to an energetic printer.


14
12
25
17
26
13
15
32
21
27
20
28
22
33
23
29
24
34
30
38
36
37
39
31
35

MAHATMA GANDHI

For Borders and Blocks of new designs and styles,
mail your orders to

THE GUJARATI TYPE FOUNDRY
BOMBAY 4

गुलीस्तान
बोर्डर

सुंदर अने
सरळ

IF

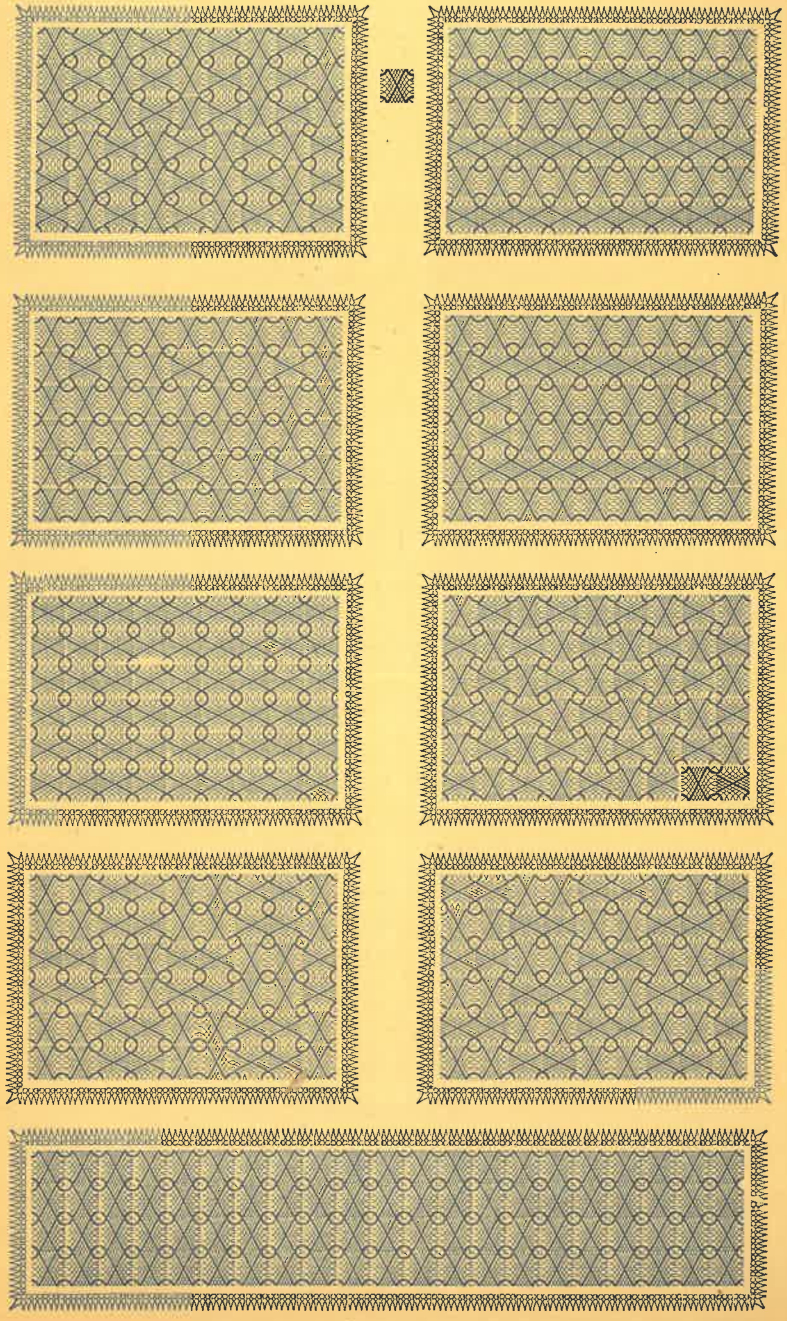
you desire to have a Border which could bring quick results, DO NOT FAIL to order out the "GULISTAN"

GUJARATI GROUND BORDER

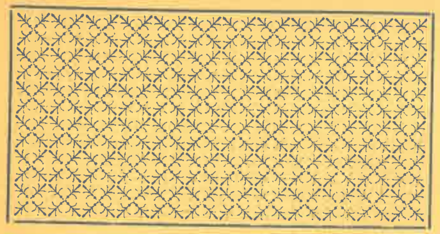
Can be Set in Many Styles

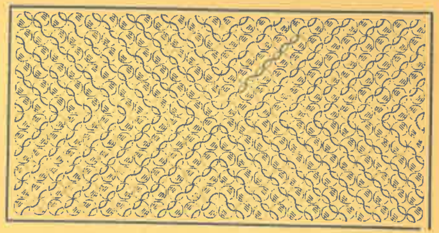
5 FEET LONG

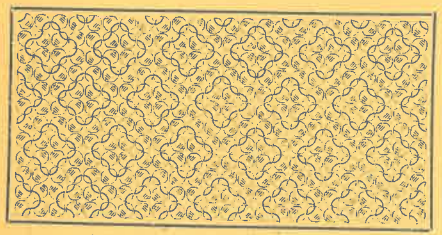
No. 1241

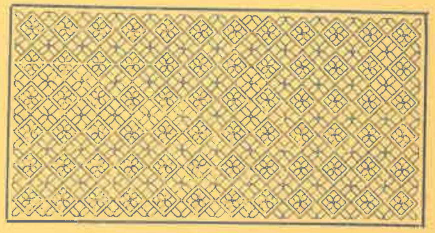


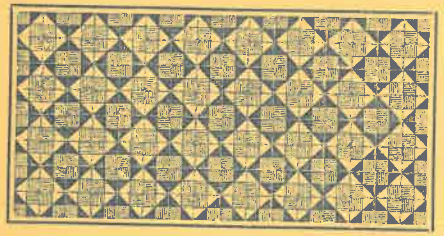
GROUND BORDERS

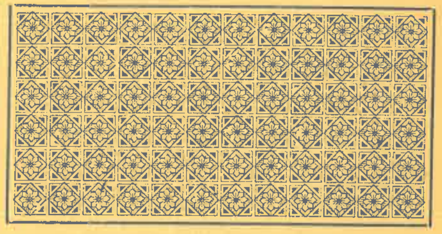

6 Point No 72 5 Feet Long

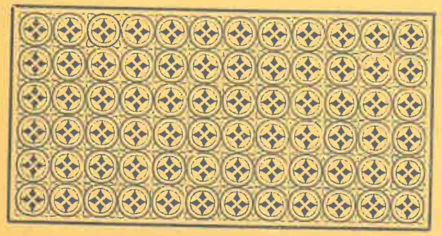

6 Point No 79 5 Feet Long

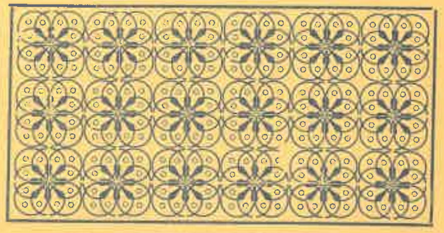

6 Point No 79 5 Feet Long

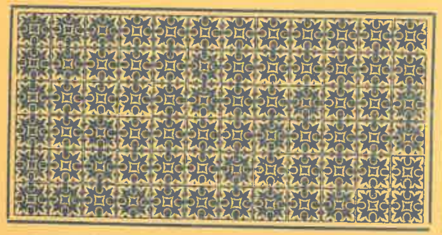

6 Point No 74 5 Feet Long

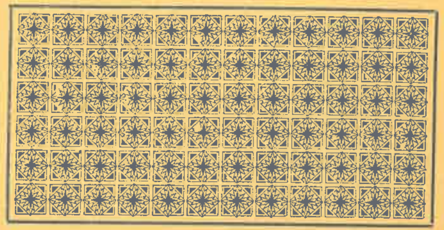

9 Point No 92 5 Feet Long


12 Point No 114 5 Feet Long

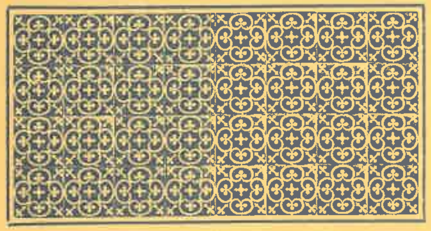

12 Point No 119 5 Feet Long

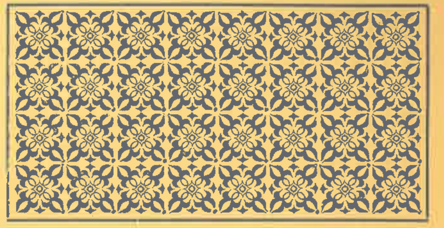

12 Point No 120 5 Feet Long

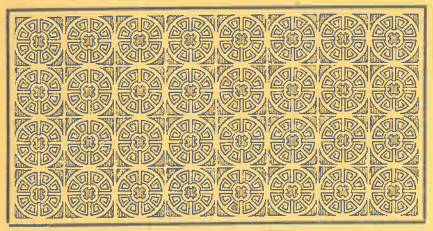

12 Point No 121 5 Feet Long

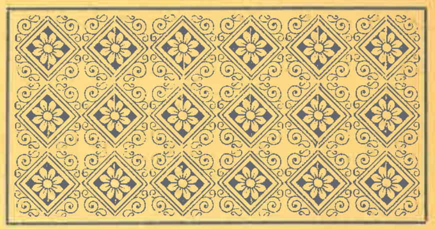

12 Point No 122 5 Feet Long

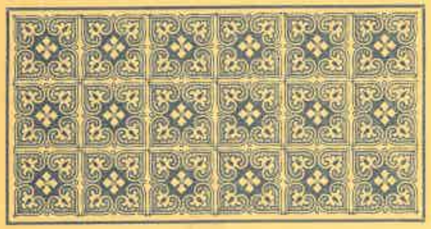
GROUND BORDERS

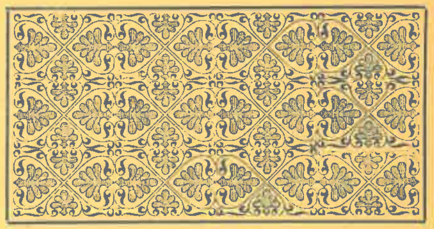

18 Point No 164 5 Feet Long

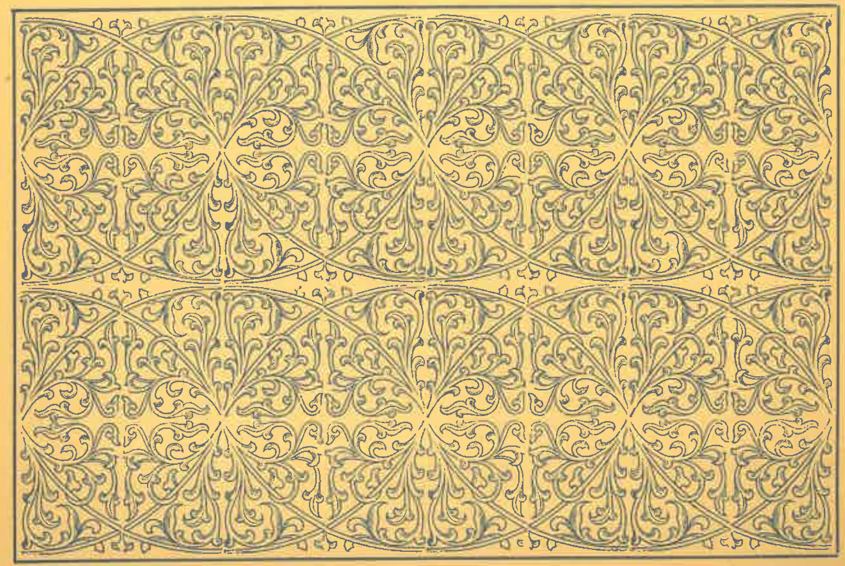

18 Point No 165 5 Feet Long


18 Point No 166 5 Feet Long

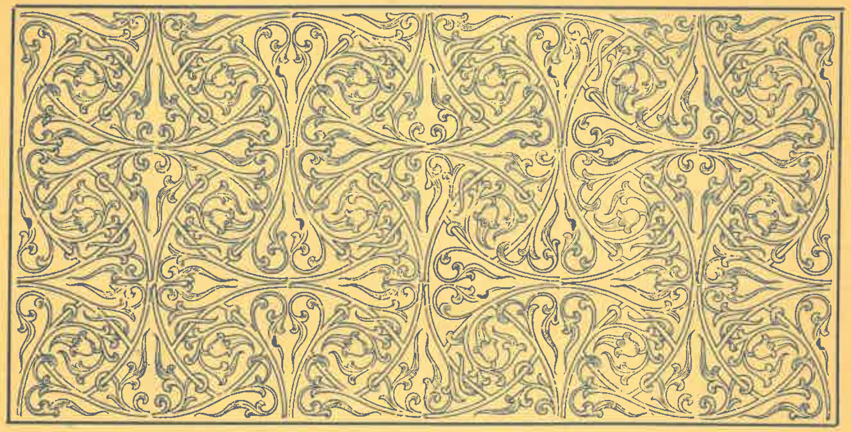

24 Point No 203 3 Feet Long


24 Point No 218 3 Feet Long

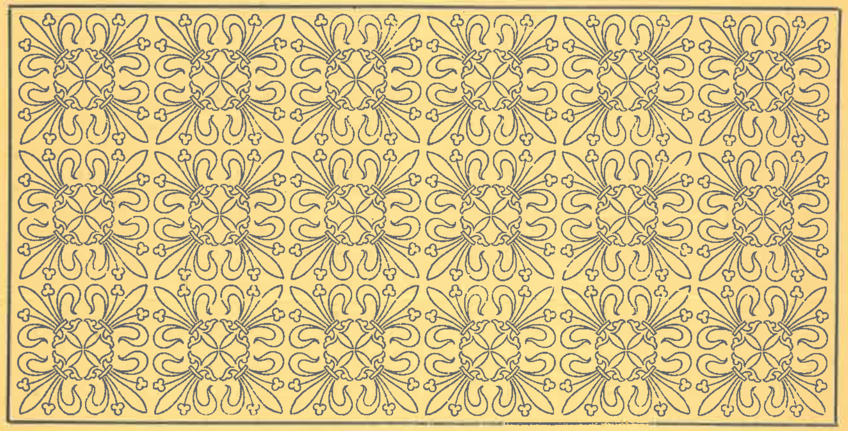

24 Point No 225 3 Feet Long


48 Point D. B. No. 19 2 Feet Long

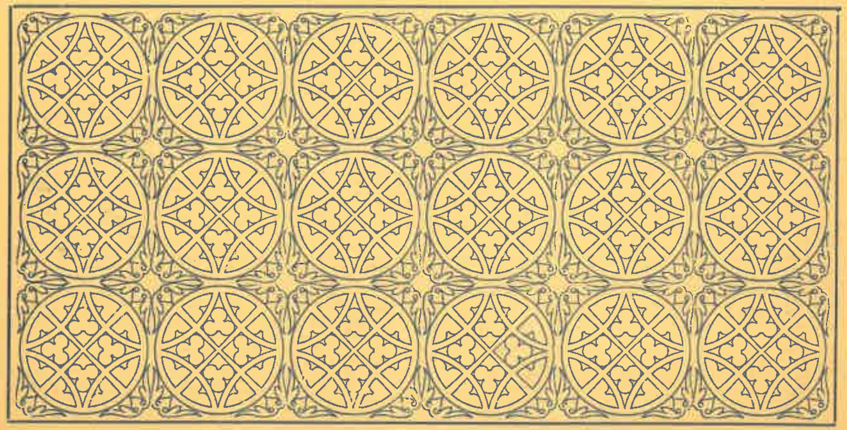
GROUND BORDERS



48 Point D. B. No 20 2 Feet Long

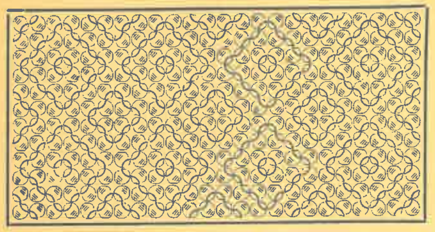


48 Point D. B. No 22 2 Feet Long

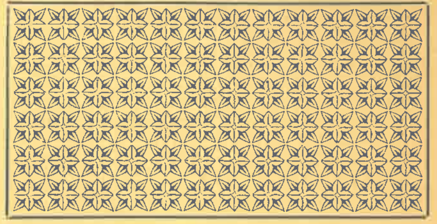


48 Point D. B. No 23 2 Feet Long

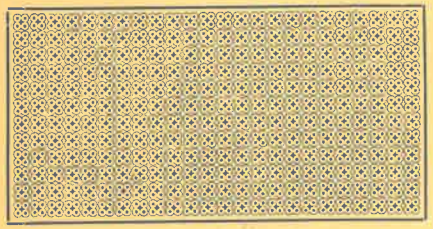
GROUND BORDERS



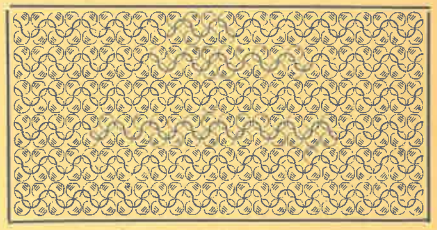
6 Point No 79 5 Feet Long



6 Point No 53 5 Feet Long

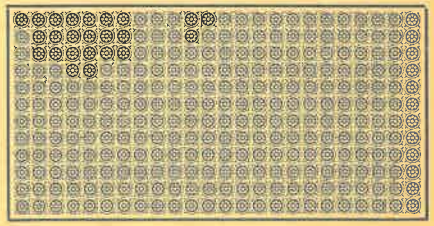


6 Point No 60 5 Feet Long

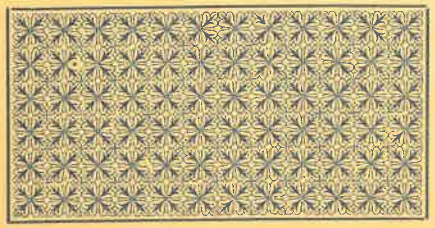


6 Point No 79 5 Feet Long

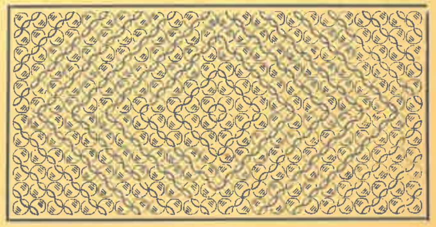
6 Point No 79 5 Feet Long



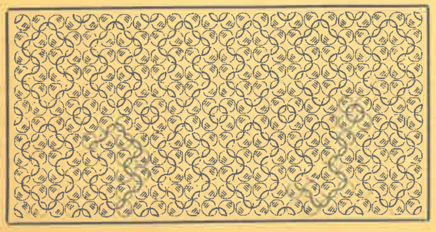
6 Point No 66 5 Feet Long



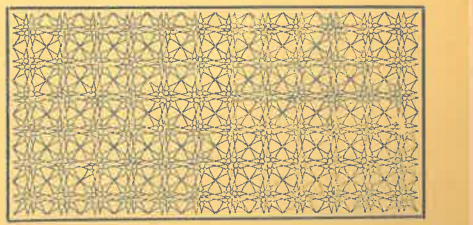
6 Point No 69 5 Feet Long



6 Point No 79 5 Feet Long

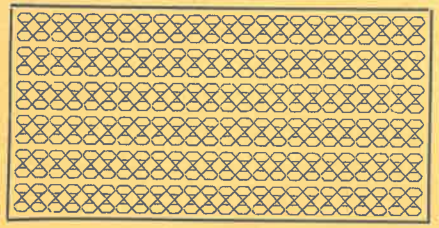


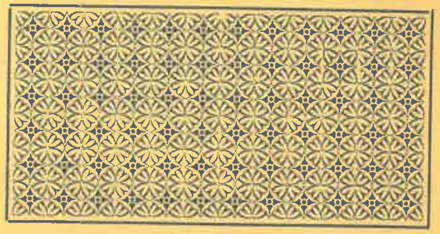
6 Point No 79 5 Feet Long

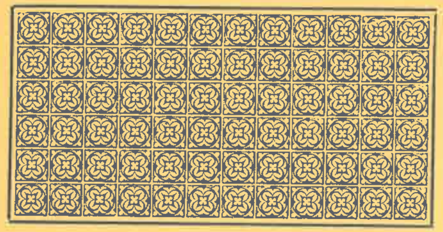


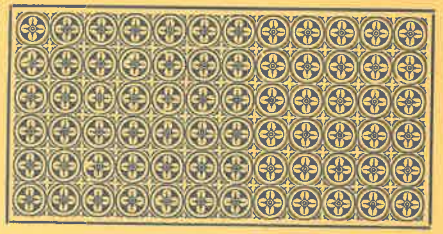
6 Point No 71 5 Feet Long

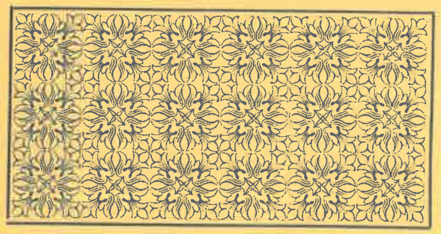
GROUND BORDERS

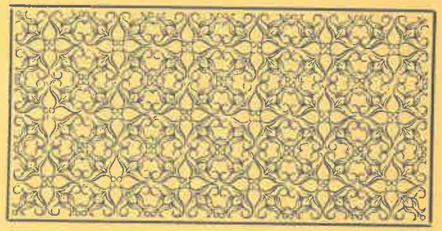

12 Point No 123 5 Feet Long

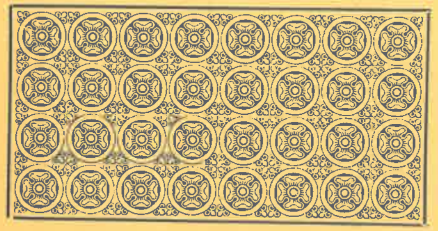

12 Point No 124 5 Feet Long

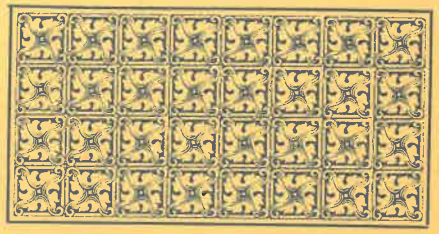

12 Point No 128 5 Feet Long

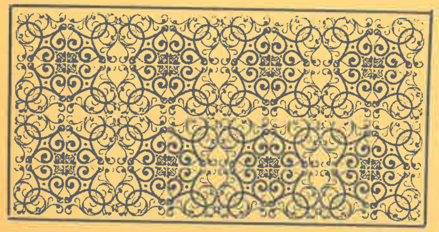

12 Point No 132 5 Feet Long

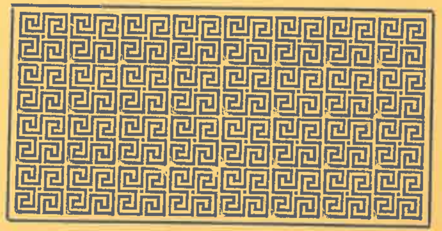

12 Point No 137 5 Feet Long


12 Point No 138 5 Feet Long


18 Point No 155 5 Feet Long

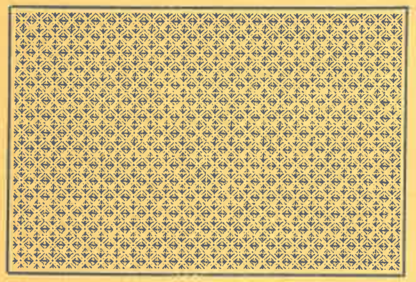

18 Point No 156 5 Feet Long

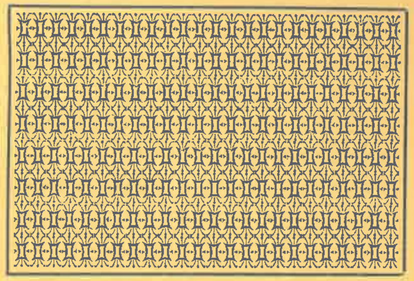

18 Point No 158 5 Feet Long

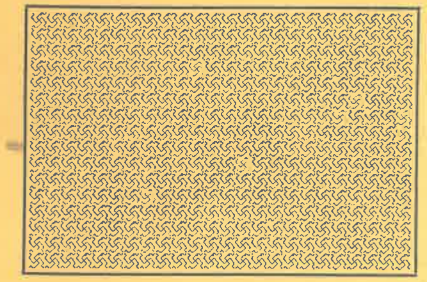

18 Point No 163 5 Feet Long

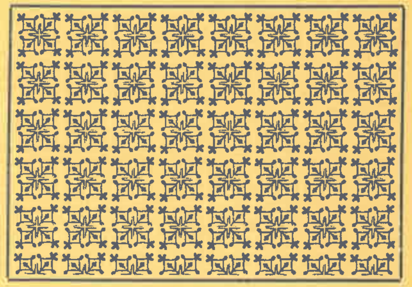
For prices see separate list

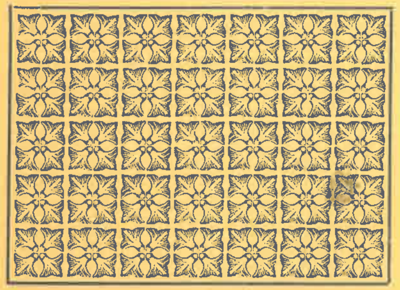
POINT BODY GROUNDS

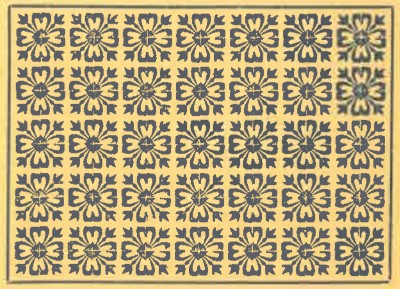

6 Point No. 603 5 Feet Long

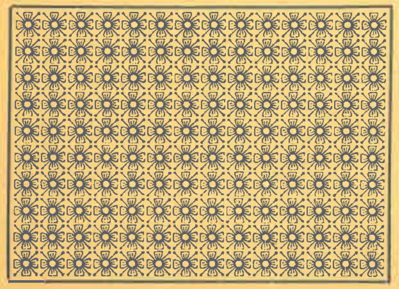

6 Point No. 622 5 Feet Long

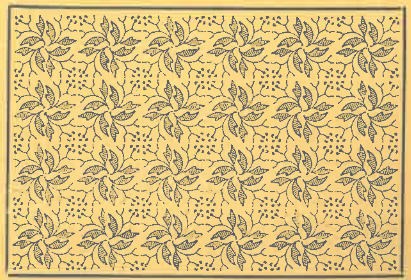

6 Point No. 6315 Feet Long


9 Point No. 904 5 Feet Long


10 Point No. 1003 5 Feet Long

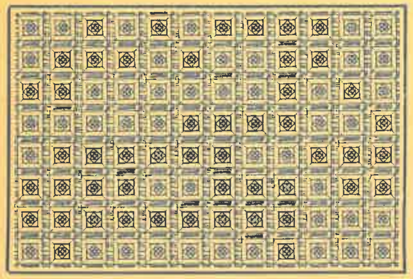

10 Point No. 1012 5 Feet Long

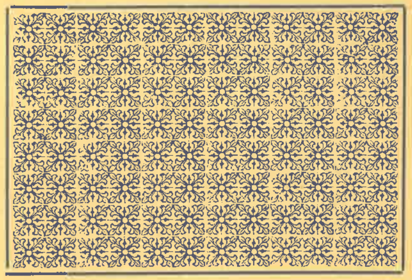

10 Point No. 1007 5 Feet Long

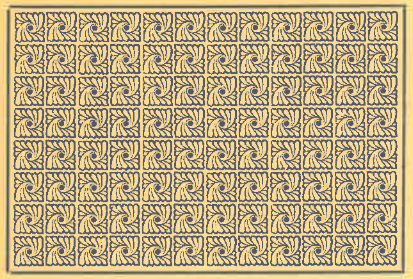

12 Point No. 1202 5 Feet Long

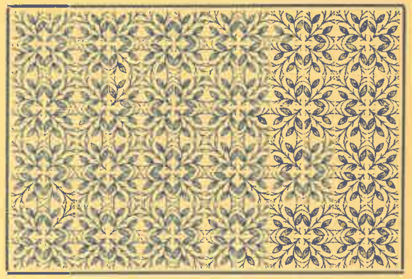
For prices see separate list

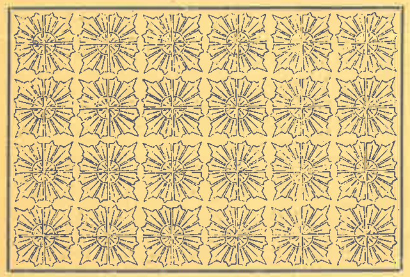
POINT BODY GROUNDS

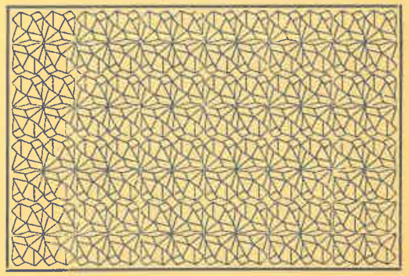

12 Point No. 1205 5 Feet Long

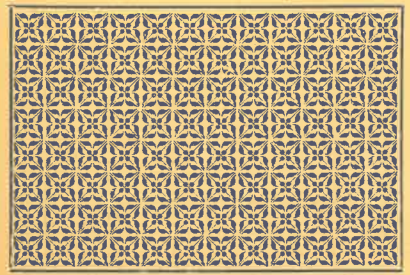

12 Point No. 1207 5 Feet Long

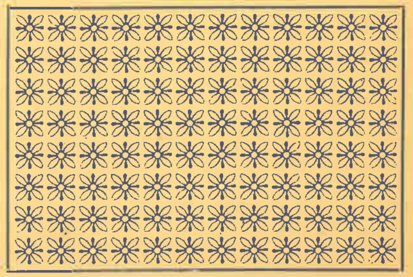

12 Point No. 1211 5 Feet Long


12 Point No. 1213 5 Feet Long

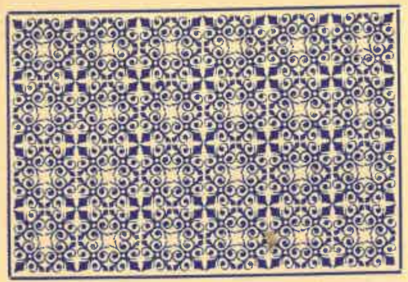

12 Point No. 1217 5 Feet Long

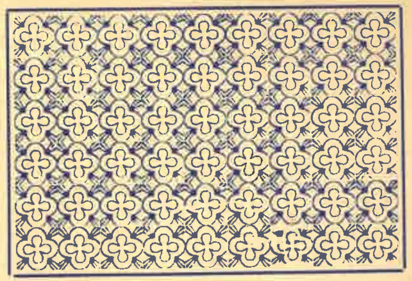

12 Point No. 1218 5 Feet Long

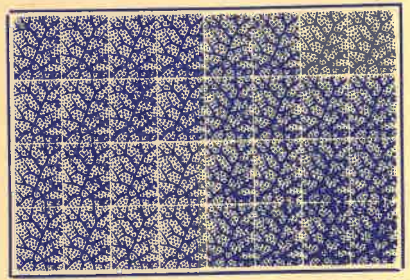

12 Point No. 1233 5 Feet Long

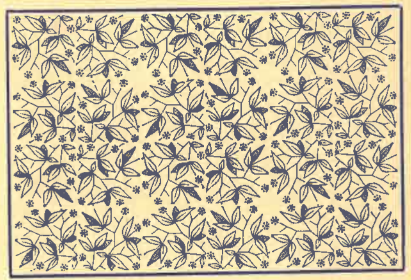

12 Point No. 1235 5 Feet Long

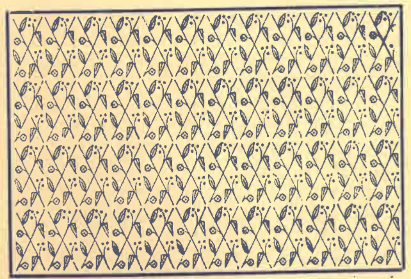
POINT BODY GROUNDS

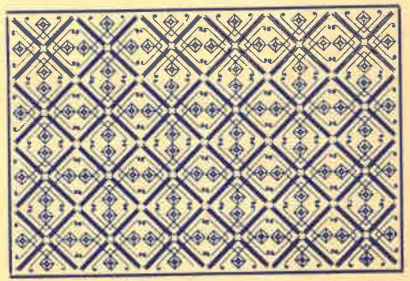

12 Point No. 1232 5 Feet Long

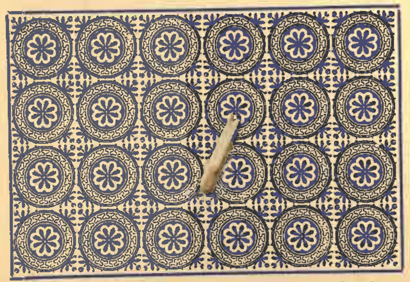

16 Point No 1601 5 Feet Long

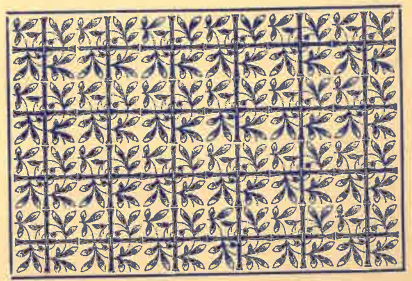

18 Point No. 1816 5 Feet Long


24 Point No. 2406 3 Feet Long


24 Point No. 2407 3 Feet Long

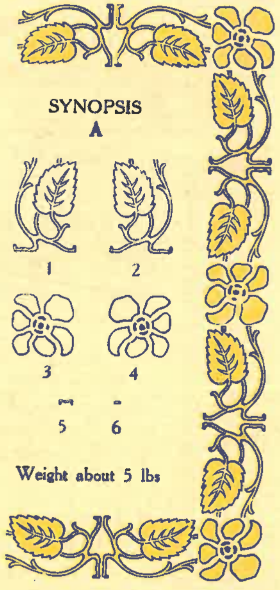

24 Point No. 2409 3 Feet Long

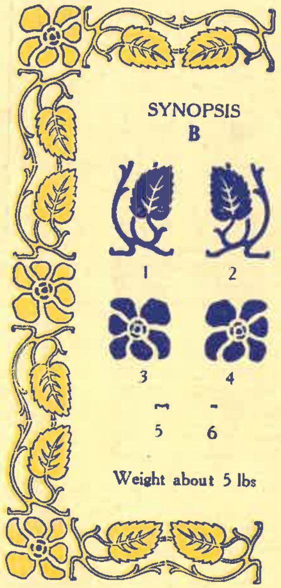

24 Point No. 2410 3 Feet Long


24 Point No. 2411 3 Feet Long

BAKOOL BORDERS

SUITABLE FOR FINE JOBS





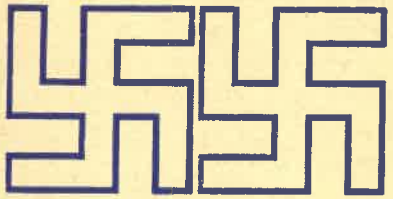
EACH FONT CONTAINS
18 inches, 36 pieces 1, 2; 12 inches, 36 pieces 3, 4; 36 pieces 5, 6.

GUJARATI TYPE FOUNDRY
BOMBAY 4

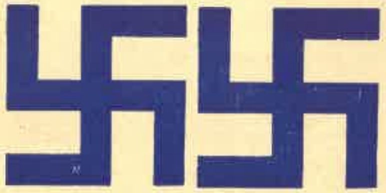
SWASTIK ORNAMENTS

A

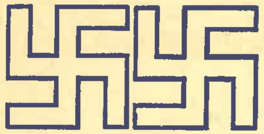
B



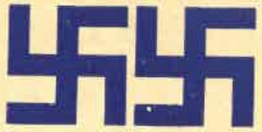
72 Point No. 1



72 Point No. 1



48 Point No. 2



48 Point No. 2

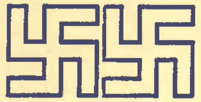
EACH FONT CONTAINS.

A and B

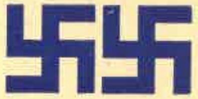
72 pt.	12 inches,	No. 1
48 pt.	24 ,,	No. 2
36 pt.	24 ,,	No. 3
24 pt.	24 ,,	No. 4
18 pt.	36 ,,	No. 5
12 pt.	36 ,,	No. 6
10 pt.	48 ,,	No. 7
8 pt.	48 ,,	No. 8
6 pt.	48 ,,	No. 9

ASSORTED FONT.
72 and 48 pt. 2 pieces 1, 2; 36 pt. 3 pieces, 3; 24 pt. 4 pieces, 4; 18 pt. 8 pieces, 5; 12 and 10 pt. 12 pieces, 6, 7; 8 and 6 pt. 16 pieces, 8, 9.

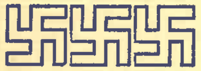
For Prices see separate
Price List



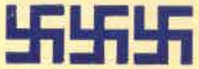
36 Point No. 3



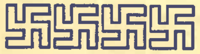
36 Point No. 3



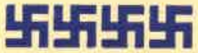
24 Point No. 4



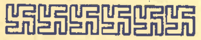
24 Point No. 4



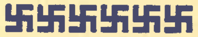
18 Point No. 5



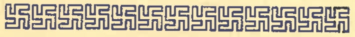
18 Point No. 5



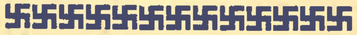
12 Point No. 6



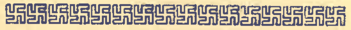
12 Point No. 6



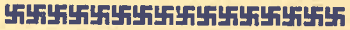
10 Point No. 7



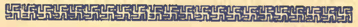
10 Point No. 7



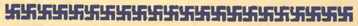
8 Point No. 8



8 Point No. 8

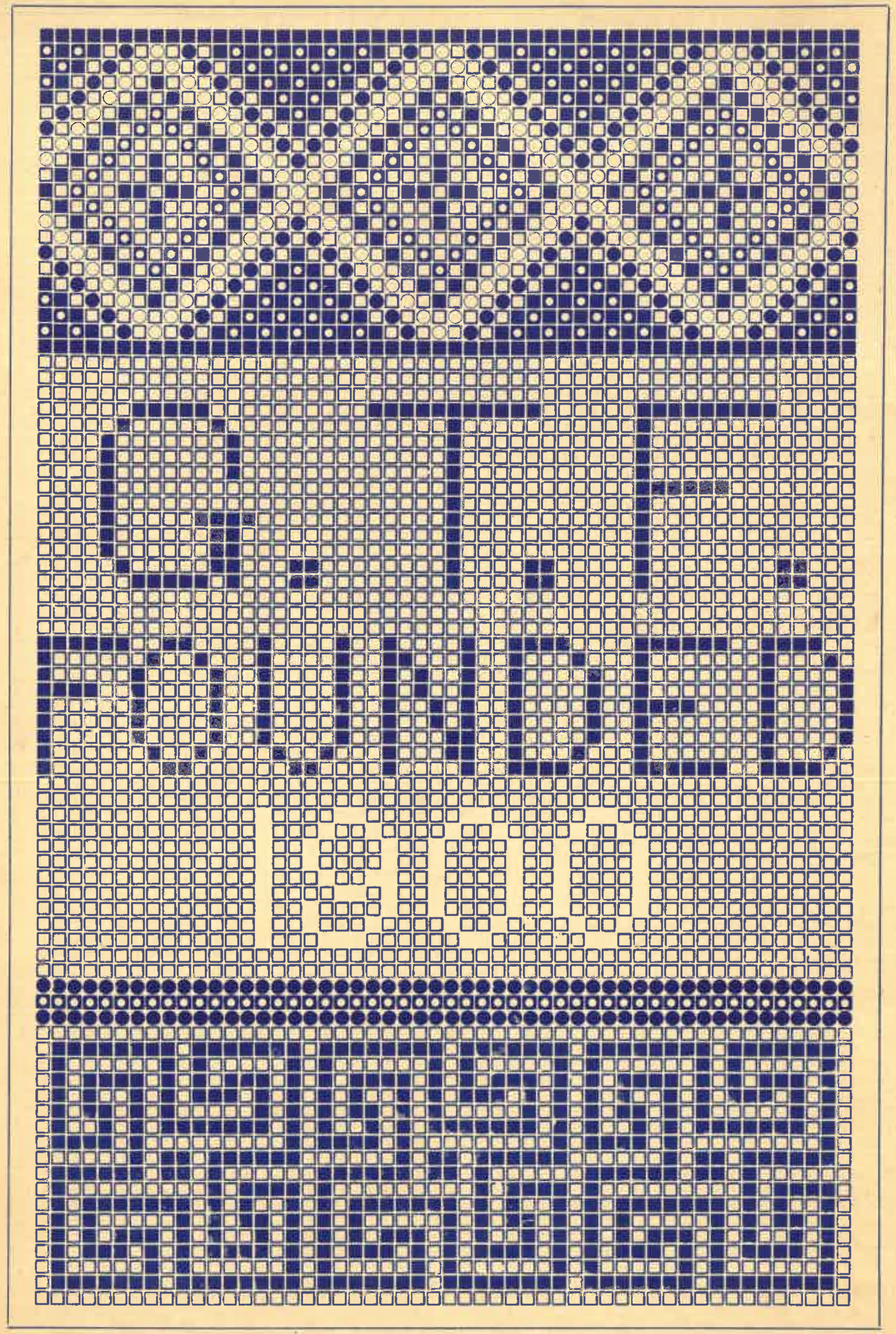


6 Point No. 9



6 Point No. 9

MOSAIC BORDER



CONTAINS: 6 points No.
1, 2, 3, 4 and 5 each 288 pieces

□	■	○	●	▣
1	2	3	4	5

For Price see separate Price List

NARMAD ORNAMENTS

2 FEET 54-POINT

2 FEET 48-POINT

3 FEET 24-POINT

3 FEET 18-POINT

5 FEET 14-POINT

Narmad Ornaments

ASSORTED

FONT CONTAINS

54-48-42 Point, each 4 pieces;
36-30-24 Point, each 8 pieces;
18-14-12 Point, each 12 pieces;
10-8-6 Point, each 20 pieces.

2 FEET 12-POINT

5 FEET 10-POINT

5 FEET 8-POINT

5 FEET 6-POINT

3 FEET 42-POINT

3 FEET 36-POINT

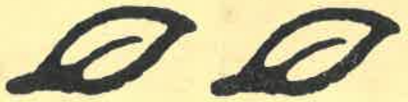
3 FEET 30-POINT

For prices see separate list

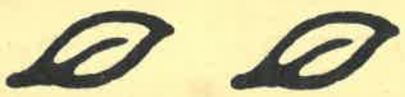
PLACARD ORNAMENTS

PLACARD ORNAMENTS, A

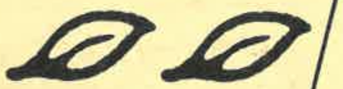
2 FEET 72-POINT



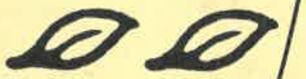
2 FEET 60-POINT



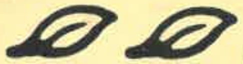
2 FEET 48-POINT



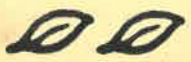
2 FEET 42-POINT



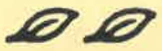
2 FEET 36-POINT



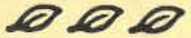
2 FEET 30-POINT



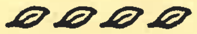
3 FEET 24-POINT



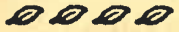
3 FEET 18-POINT



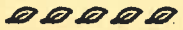
3 FEET 16-POINT



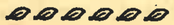
4 FEET 12-POINT



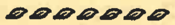
4 FEET 10-POINT



4 FEET 8-POINT



4 FEET 6-POINT



ASSORTED FONTS CONTAIN ORNAMENTS

A

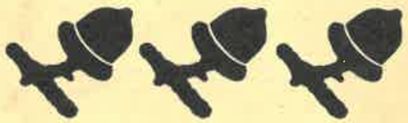
72-60-48-42 Point each 4 pieces; 36-30-24 Point each 8 pieces; 18-16-12 Point each 12 pieces; 10-8-6 Point each 20 pieces.

ORNAMENTS **B**

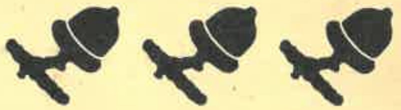
72-60-48-42 Point, each 4 pieces; 36-30-24 Point, each 8 pieces; 18-16-12 Point, each 12 pieces; 10-8-6 Point, each 20 pieces.

PLACARD ORNAMENTS, B

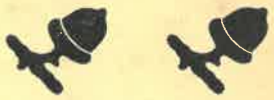
2 FEET 72-POINT



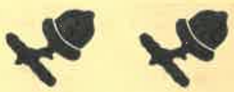
2 FEET 60-POINT



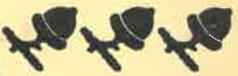
2 FEET 48-POINT



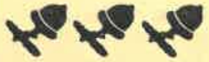
2 FEET 42-POINT



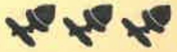
2 FEET 36-POINT



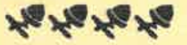
2 FEET 30-POINT



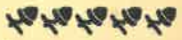
3 FEET 24-POINT



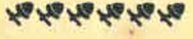
3 FEET 18-POINT



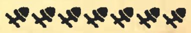
3 FEET 16-POINT



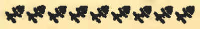
4 FEET 12-POINT



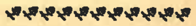
4 FEET 10-POINT



4 FEET 8-POINT



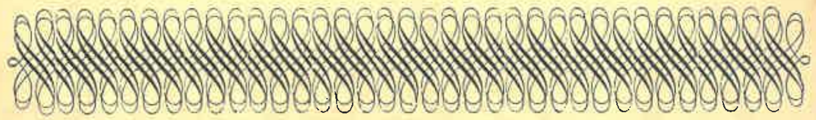
4 FEET 6-POINT



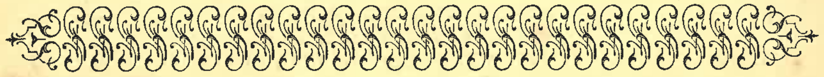
For prices see separate list

CHEQUES

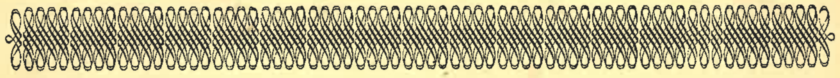
2 Feet Long 48-Point No. 1



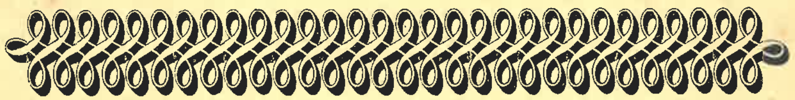
2 Feet Long 24-Point No. 2



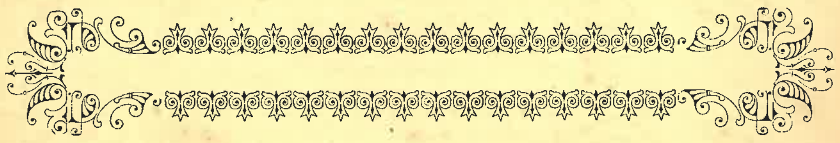
2 Feet Long 24-Point No. 3



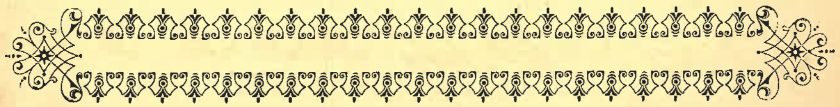
2 Feet Long 36-Point No. 4



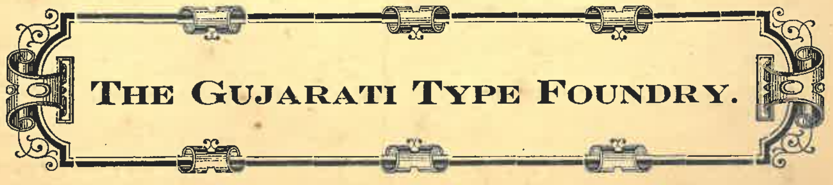
2½ Feet Long 12-Point No. 5



2 Feet Long 12-Point No. 6



2 Feet Long 6-and 12-Point No. 7


THE GUJARATI TYPE FOUNDRY.

For prices see separate list

SPECIMEN OF

BRASS TYPES

Each Font is made up of 100 Types.

No.	STYLE	Rs.	as.
1	GUJARATI	52	8
2	GUJARATI	47	8
3	GUJARATI	45	0
4	GUJARATI	38	8
5	GUJARATI	35	0
6	GUJARATI	65	0
7		50	0
8	GUJARATI	45	0
9	GUJARATI	40	0
10	GUJARATI	35	0
11	GUJARATI	32	8
12		30	0
13	GUJARATI	60	0
14	GUJARATI	35	0
15	GUJARATI	32	8
16	GUJARATI	35	0
17	GUJARATI	32	8
18	GUJARATI	54	0
19	GUJARATI	42	8

¶Mixed Brass Spaces are available at extra cost. ¶Tooth and Flat Agates, Creasers, Fillets, Pallets and Spring Type Holders are always in stock. ¶Other type styles are supplied to order.

GUJARATI TYPE FOUNDRY - Girgaon - BOMBAY 4

FIGURE FONTS

Figures sufficient for 3, 6 and 12 Calendar Months are put in fonts of 72 Pt. to 48 Pt., 42 Pt. to 24 Pt. and 22 Pt. to 6 Pt. respectively. For Prices see separate list.

72-POINT

PLACARD

123

DE VINNE

123

SAYAJEE

1234

60-POINT

PLACARD

123

JAVJI

1234

60-POINT

DE VINNE

1234

AKBAR

1234

SAYAJEE

1234

54-POINT

PLACARD

1234

DE VINNE

1234

NARMAD O. S.

12345

Figure Fonts

48-POINT

Mahendra

1234567

Placard

1234

Javji

12345

De Vinne

12345

Akbar

12345

Sayajee

12345

Bonerjee O. S.

123456

Narmad O. S.

123456

48-POINT

Gothic No. 5

1234

Tukaram

123456

42-POINT

Placard

12345

De Vinne

123456

Akbar

123456

Narmad O. S.

123456

36-POINT

Arti

123456

Mahendra

1234567890

Figure Fonts

36-POINT

Placard

123456

Govind

12345678

Gopal

12345678

Ranade

12345678

Javji

123456

De Vinne

123456

Akbar

1234567

Sayajee

1234567

Gothic No. 5

12345

Bonerjee O. S.

12345678

36-POINT

Old Text

12345678

Narmad O. S.

12345678

Tukaram

12345678

Vivekanand

12345678

30-POINT

Vivekanand

1234567890

Placard

1234567

Arti

1234567

Javji

12345678

De Vinne

123456789

Sayajee

123456789

FIGURE FONTS

30-POINT

Gothic No. 5

1234567

Narmad O. S.

123456789

Tukaram

123456789

Gothic Condensed No. 1

1234567890

Govind

1234567890

Mahendra

1234567890

Gopal

1234567890

Ranade

123456789

24-POINT

Miran

1234567

Arti

12345678

Ranade

1234567890

24-POINT

Govind

1234567890

Gopal

1234567890

Mahendra

1234567890

Placard

123456789

De Vinne

1234567890

Akbar

1234567890

Javji

1234567890

Savajee

1234567890

Old Text

1234567890

Bonerjee O. S.

1234567890

Gothic Condensed No. 2

1234567890

Vivekanand

1234567890

Ashoka

123456

FIGURE FONTS

24-POINT

Gandhi

12345678

Gothic No. 5

12345678

Narmad O. S.

1234567890

Latin

1234567890

Tukaram

1234567890

20-POINT

Miran

123456789

18-POINT

Miran

1234567890

Placard

1234567890

Ashoka No. 1

1234567

Ashoka No. 2

123456789

Vivekanand No. 1

1234567890

Vivekanand No. 2

1234567890

Gandhi No. 1

123456789

18-POINT

Gandhi No. 2

1234567890

Govind

1234567890

Mahendra

1234567890

Gopal

1234567890

Ranade

1234567890

Akbar

1234567890

De Vinne

1234567890

Savajee

1234567890

Old Text

1234567890

Gothic Condensed No. 2

1234567890

Tilak

1234567890

Bonerjee O. S.

1234567890

Gothic No. 5

1234567890

Narmad O. S.

1234567890

Elephanta

1234567890

FIGURE FONTS

18-POINT

Apollo U
1234567890

Latin Compressed
1234567890

Gothic Condensed No. 1
1234567890

Tukaram
1234567890

16-POINT

Arti
1234567890

Placard
1234567890

Javji
1234567890

Gothic Condensed No. 2
1234567890

Gothic No. 5
1234567890

Latin
1234567890

14-POINT

De Vinne
1234567890

Narmad O. S.
1234567890

Bonerjee O. S.
1234567890

Govind
1234567890

14-POINT

Mahendra
1234567890

Gopal
1234567890

Ranade
1234567890

12-POINT

Ashoka No. 1
1234567890

Ashoka No. 2
1234567890

Ashoka No. 3
1234567890

Vivekanand
1234567890

Gandhi No. 1
1235567890

Gandhi No. 2
1234567890

Gandhi No. 3
1234567880

Gandhi No. 4
1234567890

Gandhi No. 5
1234567890

Vivekanand
1234567890

Govind
1234567890

Mahendra
1234567890

Gopal
1234567890

Ranade
1234567890

Curzon Extended
12345678

FIGURE FONTS

12-POINT

Miran
1234567890

Arti
1234567890

Placard
1234567890

Javji
1234567890

De Vinne
1234567890

Sayajee
1234567890

Akbar
1234567890

Tilak
1234567890

Old Text
1234567890

Bonerjee O. S.
1234567890

Narmad O. S.
1234567890

Gothic Condensed No. 2
1234567890

Gothic No. 5
1234657890

Ripon Expanded
1234567890

Tukaram
1234567890

Latin Compressed
1234567890

Latin
1234567890

Gothic Condensed No. 1
1234567890

11-POINT

Bonerjee O. S.
1234567890

Tilak
1234567890

10-POINT

Placard
1234567890

Arti
1234567890

Miran
1234567890

Akbar
1234567890

De Vinne
1234567890

Tilak
1234567890

Old Text
1234567890

Narmad O. S.
1234567890

Bonerjee O. S.
1234567890

Apollo
1234567890

Vivekanand
1234567890

Gothic No. 5
1234567890

Ripon Expanded
1234567890

Tukaram
1234567890

Latin
1234567890

Ranade
1234567890

Gopal
1234567890

Mahendra
1234567890

Govind
1234567890

9-POINT

Tilak
1234567890

Bonerjee O. S.
1234567890

FIGURE FONTS

8-POINT

PLACARD
1234567890

ARTI
1234567890

DE VINNE
1234567890

OLD TEXT
1234567890

AKBAR
1234567890

VIVEKANAND
1234567890

NARMAD O. S.
1234567890

BONERJEE O. S.
1234567890

GOTHIC No. 5
1234567890

TUKARAM
1234567890

RANADE
1234567890

GOPAL
1234567890

8-POINT

GOVIND
1234567890

MAHENDRA
1234567890

7-POINT

DE VINNE
1234567890

BONERJEE O. S.
1234567890

6-POINT

MAHENDRA
1234567890

ARTI
1234567890

DE VINNE
1234567890

APOLLO
1234567890

NARMAD O. S
1234567890

ASHOKA No. 1
1234567890

ASHOKA No. 3
1234567890

GANDHI No. 1
1234567890

GANDHI No. 3
1234567890

PLACARD
1234567890

AKBAR
1234567890

BONERJEE O. S.
1234567890

GOTHIC No. 5
1234567890

TUKARAM
1234567890

ASHOKA No. 2
1234567890

VIVEKANAND
1234567890

GANDHI No. 2
1234567890

GANDHI No. 4
1234567890

18 POINT GUJARATI PERPETUAL CALENDARS

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Each Font contains:– 99 pieces for Dates, 21 for Days and 35 Blanks sufficient to set up any three Calendar Months. **Price Rs. 10.**

SUN	MON	TUE	WED
4	23/30	24/31	

12 POINT GUJARATI PERPETUAL CALENDARS

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Each Font contains: 198 pieces for Dates, 42 for Days & 70 Blanks, sufficient to set up any six Calendar Months. **Price Rs. 10.**

SUN	MON	TUE	WED	THU	FRI	SAT
2	11	26	30	24/31	24/31	

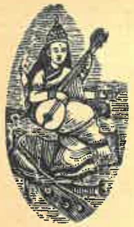
For prices see separate list

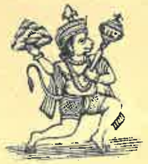
EMBLEMS

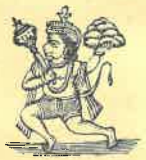
DEITY EMBLEMS

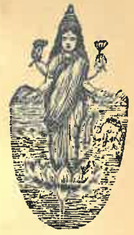
Complete Set

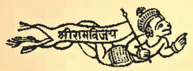
Rs 20


48030—Re 1/4

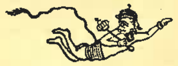

60008—Re 1

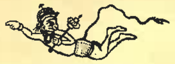

60009—Re 1

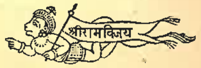

48020—Re 1/4



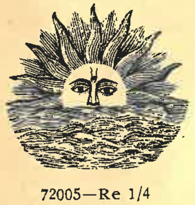
30018—8 ans

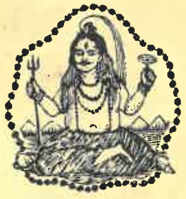

24016—6 ans

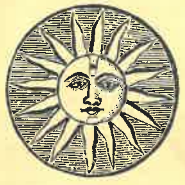

24017—6 ans

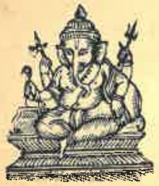


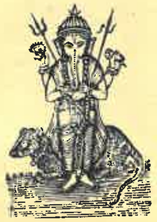
30019—8 ans

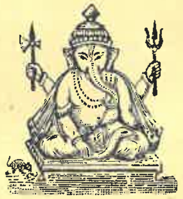

72005—Re 1/4

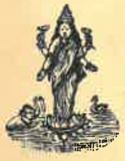

72009—Re 1/4

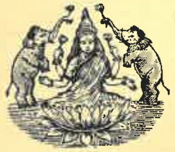

72006—Re 1/4

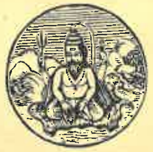

72007—Re 1/4

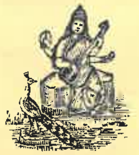

60003—Re 1

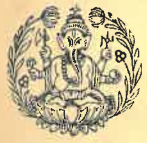

72008—Re 1/4

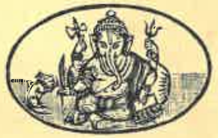

60004—Re 1

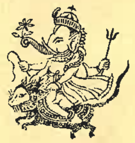

60006—Re 1

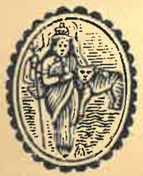

60007—Re 1

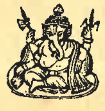

60005—Re 1

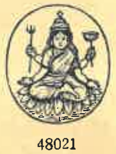

54001—Re 1

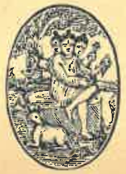

48018—Re 1/4


54002—12 ans

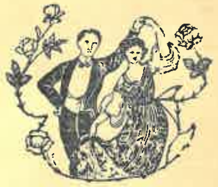

60010—12 ans


42005
12 ans


48021
12 ans


48019—Re 1

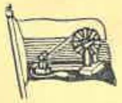
MISCELLANEOUS EMBLEMS


72021—Re 1/8

For 4 pieces
24029—12 ans

36053
6 ans

Set with 3 & 6 Point full face Brass Rules


36024—Re 1

36054—6 ans

GOPAL EMBLEMS

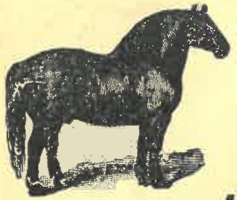
36 30 24

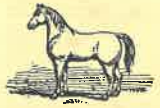
8 10 12 14 18

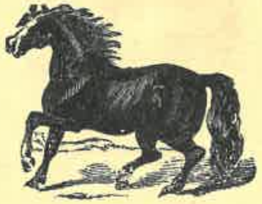
Complete Set 16 pieces
Re 1/8

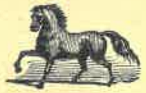
EMBLEMS

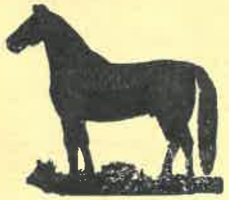
ANIMAL EMBLEMS

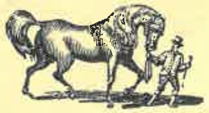

72028—12 ans

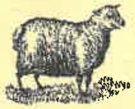

48048—8 ans

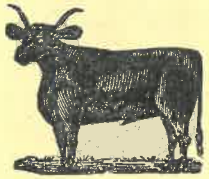

72027—12 ans

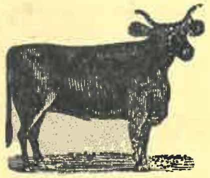

48046—8 ans

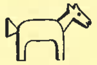

72029—12 ans

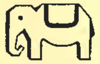

48047—10 ans

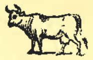

48049—8 ans

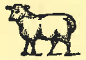

72031—12 ans

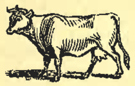

72030—12 ans

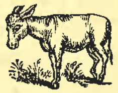

24060—4 ans

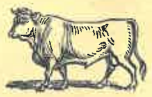

24061—4 ans

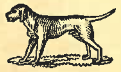

24058—4 ans


24059—4 ans

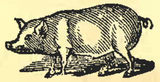

36042—8 ans


36041—6 ans

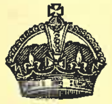

36043—8 ans


30037—4 ans

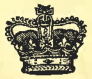
Complete
Set Rs 8/8

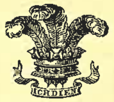

30038—8 ans

ROYAL EMBLEMS

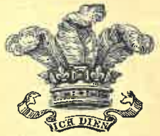

42019—12 ans

12021
4 ans

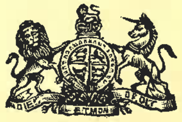

30035
8 ans



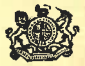
36038—8 ans

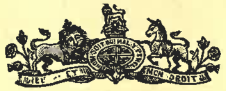


48044—12 ans.

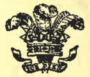


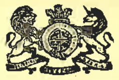
48045—Re 1/8

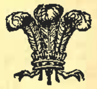

24057
10 ans

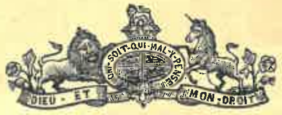


36040—Re 1/4


30034—8 ans


30036—Re 1


36039—8 ans

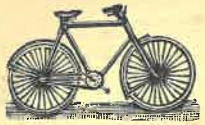

HONI SOIT QUI MAL Y PENSE
DIEU ET MON DROIT
48043—Re 1/8

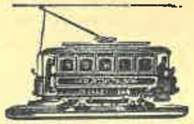
Complete Set Rs 9

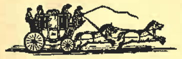
DON'T CUT THIS BOOK
ORDER BY NUMBER OF
THE EMBLEM & NAME
OF THE GROUP.

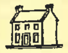
EMBLEMS

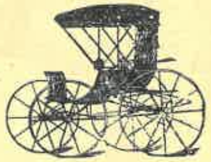
LAND EMBLEMS

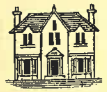

48040—Re 1

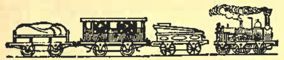

48038—12 ans

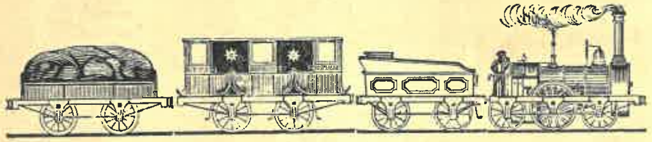

24023—6 ans


24022—4 ans

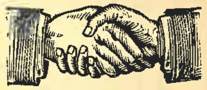

60011—Re 1

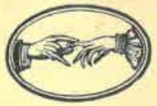

36015—12 ans

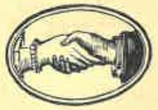

24021—Rs 2


48039—Rs 3

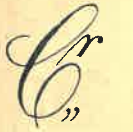
UNION EMBLEMS


42004—12 ans

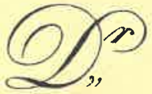

42003—12 ans


42002—12 ans

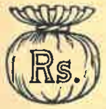
ACCOUNT EMBLEMS



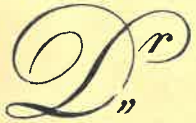
48017—Re 1/4



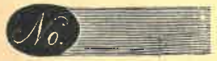
36020—Re 1



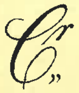
42006—Re 1



48016—Re 1/4

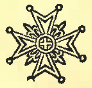


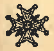
24028—Re 1

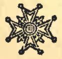


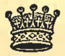
36021
Re 1

BIBLICAL EMBLEMS

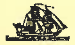

36023—6 ans

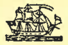

18030
3 ans

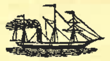

24027
4 ans

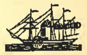

24026
4 ans

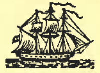
SEA EMBLEMS

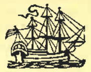

18028
3 ans

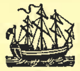

18029
3 ans

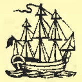

24033
4 ans

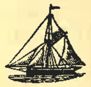

24034
4 ans

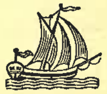

30013
6 ans

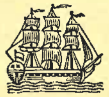

30014
6 ans

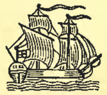

30015
6 ans

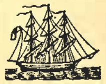

36028
8 ans

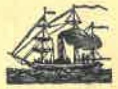

36029
8 ans

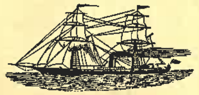

36030
8 ans

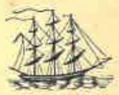

36031
8 ans

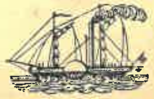

36032
8 ans

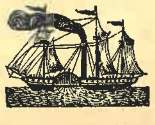

36033
8 ans

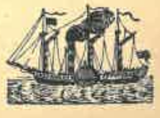

36034—8 ans


36037—10 ans


36036—8 ans

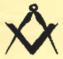

36035—8 ans

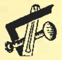

48041—12 ans

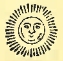

48042—12 ans

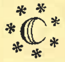
EMBLEMS

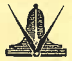
MASONIC EMBLEMS SERIES No. 1

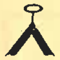

24035
4 ans

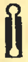

24036
4 ans

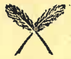

24037
4 ans

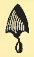

24038
4 ans

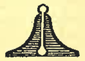

24039
4 ans

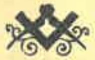

24040
4 ans

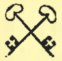

24041
4 ans


24042
4 ans


24043
4 ans

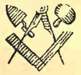

24044
4 ans

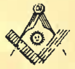

24045
4 ans

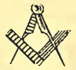

24046
4 ans

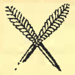
Complete Set
Rs. 2/8

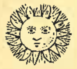
MASONIC EMBLEMS SERIES No. 2

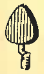

30020
4 ans

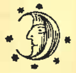

30021
4 ans

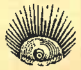

30022
4 ans

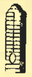

30023
4 ans

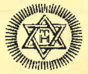

30024
4 ans

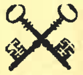

30025
4 ans

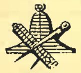

30026
4 ans

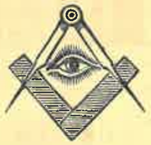

30027
4 ans

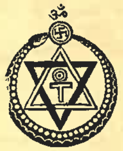

30009
4 ans

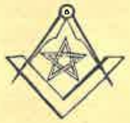

30016
4 ans

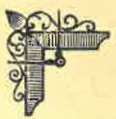

30011
4 ans


30012
4 ans


54011—Re 1


60012—Re 1/4


48037—10 ans


42016
For 4 pieces Re 1

Complete Set Rs. 6

Single piece may be ordered from any series,
at price mentioned under different character.

SWASTIKA EMBLEMS

A

卐 1
卐 3
卐 4
卐 2
卐 5
卐 6
卐 7
卐 8
卐 9

B

卐 12
卐 13
卐 10
卐 11
卐 18
卐 17
卐 16
卐 15
卐 14

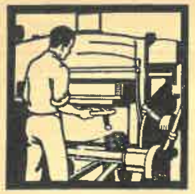
Complete Set A Rs. 3/8.

PRICE PER PIECE:

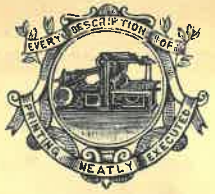
No. 1 and 10	Re. 1
No. 2, 3, 11 and 12	Ans. 12
No. 4 and 13	Ans. 10
No. 5 and 14	Ans. 8
No. 6 and 15	Ans. 6
No. 7 and 16	Ans. 4
No. 8 and 17	Ans. 3
No. 9 and 18	Ans. 2

Complete Set B Rs. 3/8

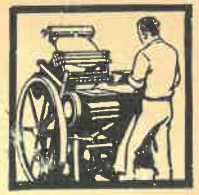
PRINTERS' EMBLEMS

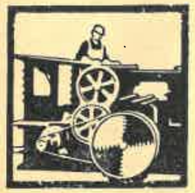

72011—Re 1/8

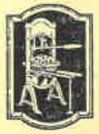
Full Set of 11 Pieces


EVERY DESCRIPTION OF PRINTING NEATLY EXECUTED
72019—Re 1/8

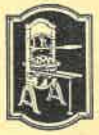
Price Rs. 12/8

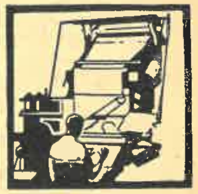

72012—Re 1/8

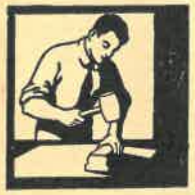

72013—Re 1/8

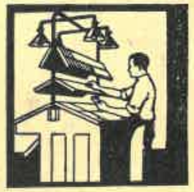

36025
8 ans

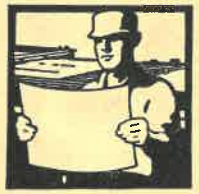
72018—Re 1

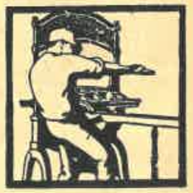

36025
8 ans


72014—Re 1/8


72015—Re 1/8


72016—Re 1/8


72017—Re 1/8


72020—Re 1/8

PLAYING CARD EMBLEMS

♠ 42021

♦ 42022

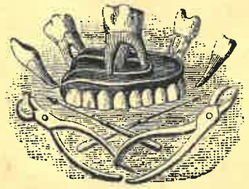
42 Point
Rs. 5
per doz. of
each style
or
Annas 8
per
piece

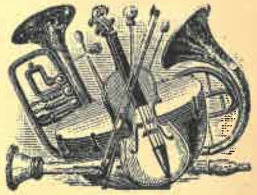
♥ 42023

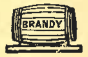
♣ 42024

An Ornament
or an Emblem
increases beauty
of the job.

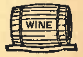
TRADE EMBLEMS


72023—Re 1/8

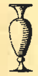

72022—Re 1/8

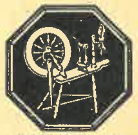


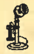
24024
4 ans

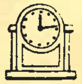


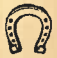
24025
4 ans

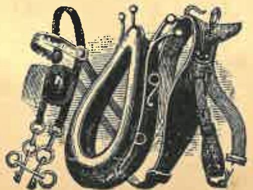

12017
4 ans


48001—12 ans

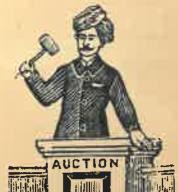

18004
8 ans


36016
8 ans


24019
4 ans


72024—Re 1/8

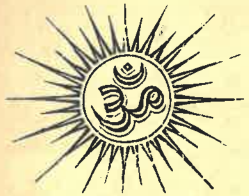
12018
4 ans

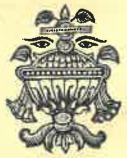


72001—Re 1/8

EMBLEMS

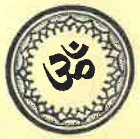
RELIGIOUS EMBLEMS

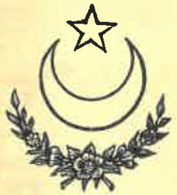

72002—Re 1/8

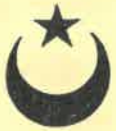

60002—Re 1/8

12015
3 ans

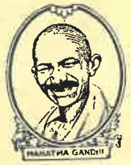
12016
3 ans

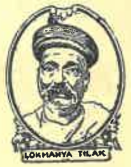

48015—Re 1/8

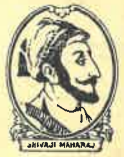

72004—Re 1/8


48014—Re 1/4

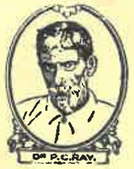
PROMINENT PERSONAGES


MAHATMA GANDHI
60051

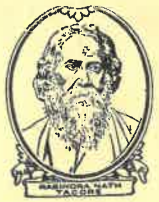

LOKMANYA TILAK
60055

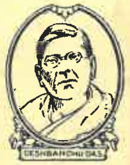

SHIVAJI MAHARAJ
60053

**Price
Re. 1/-
each**

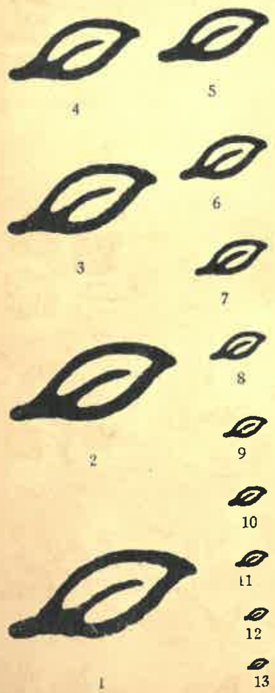


60052


RABINDRA NATH TAGORE
60054 (72 pt.)

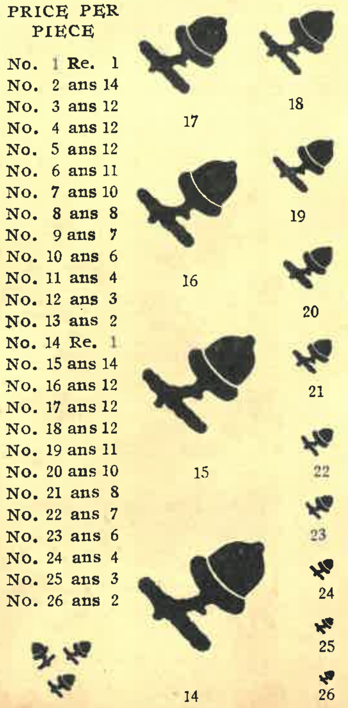

DESHBANDHU DAS
60050

PLACARD EMBLEMS

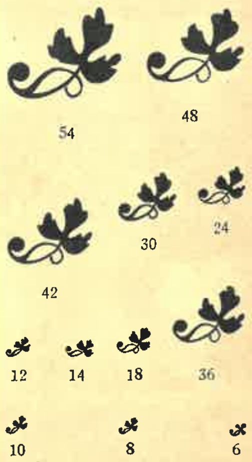

4
5
3
6
7
2
8
9
10
1
11
12
13

PRICE PER PIECE

No. 1	Re. 1
No. 2	ans 14
No. 3	ans 12
No. 4	ans 12
No. 5	ans 12
No. 6	ans 11
No. 7	ans 10
No. 8	ans 8
No. 9	ans 7
No. 10	ans 6
No. 11	ans 4
No. 12	ans 3
No. 13	ans 2
No. 14	Re. 1
No. 15	ans 14
No. 16	ans 12
No. 17	ans 12
No. 18	ans 12
No. 19	ans 11
No. 20	ans 10
No. 21	ans 8
No. 22	ans 7
No. 23	ans 6
No. 24	ans 4
No. 25	ans 3
No. 26	ans 2


17
18
19
16
20
21
15
22
23
24
25
14
26

NARMAD EMBLEMS


54
48
42
30
24
12
14
18
36
10
8
6

PRICE PER PIECE

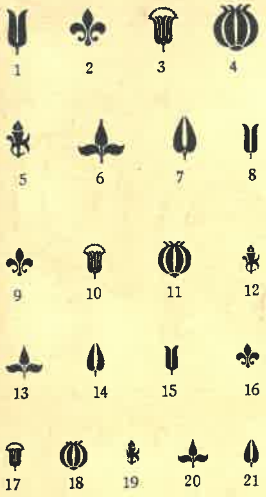
No. 54, 48, 42 and 36 ans. 12; No. 30 & 24 ans. 10; No. 18, 14 & 12 ans. 6; No. 10 ans. 4; No. 8 ans. 3; No. 6 ans. 2.

ART ORNAMENTS

Single Ornament may be ordered separately from any series at prices mentioned under the different characters.

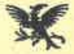
ART ORNAMENTS SERIES No. 1

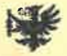
Contains one piece each of the 12, 14 and 18 Point bodies

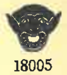

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21

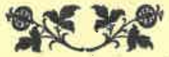
Price per font Rs. 2/8. Single Ornament, 2 ans. each

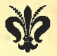
ART ORNAMENTS SERIES No. 2

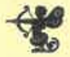

18001
2 ans

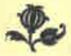

18003
2 ans

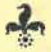

18005
2 ans

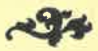

18031
4 ans

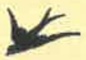

18002
2 ans


18006
2 ans


18008
2 ans

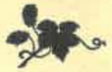

18009
2 ans

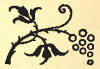

18007
2 ans

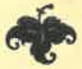

18010
2 ans

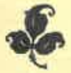
Complete Set Re 1/4

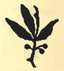
ART ORNAMENTS SERIES No. 3

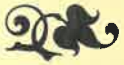

24001—2 ans

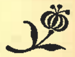

24006—2 ans

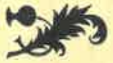

24002
2 ans

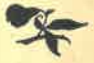

24004
2 ans

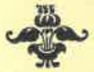

24003
2 ans

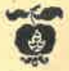

24011
2 ans

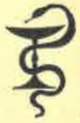

24010
2 ans

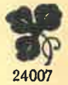

24008—2 ans


24012—2 ans


24009—2 ans

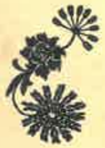

24005—2 ans

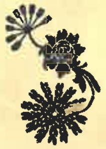

30001
4 ans

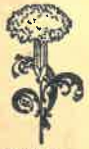

24007
2 ans

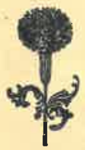
Complete Set Re 1/8

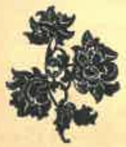
ART ORNAMENTS SERIES No. 4

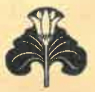

36001—4 ans


36002—4 ans


30002—4 ans

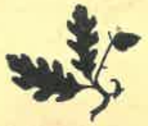

30003—4 ans

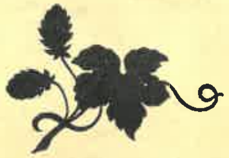

48036—6 ans

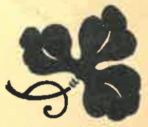

36003—4 ans

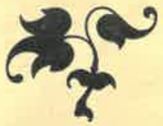
Complete Set Re 1/8

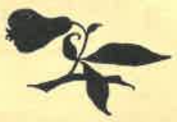
ART ORNAMENTS SERIES No. 5

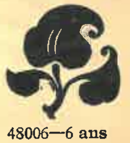

48002—6 ans

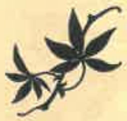

60001—8 ans

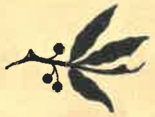

48005—6 ans

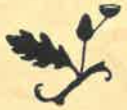

48003—6 ans

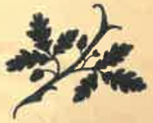

42015—6 ans

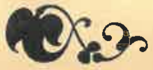

48006—6 ans

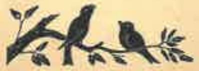

42012—6 ans

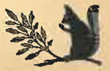

42013—6 ans


42014—6 ans


48004—6 ans

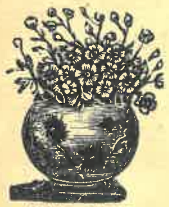

24015—3 ans

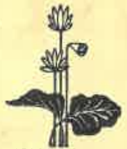

24013—5 ans

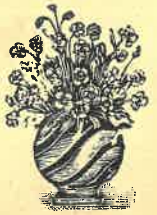

24014—3 ans

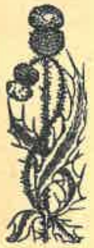
ART ORNAMENTS

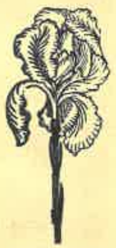
ART ORNAMENTS SERIES No. 6

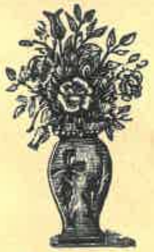

60013—12 ans

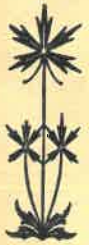

48008—6 ans

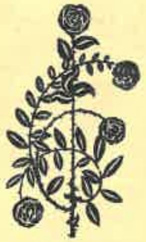

60014—12 ans

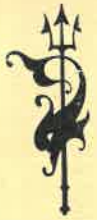

36004—8 ans


48007—8 ans


54008—12 ans

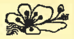

36005—8 ans

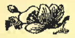

60015—10 ans

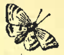

36044—6 ans

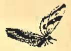
PAGE ORNAMENTS SERIES No. 7

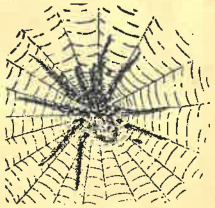
Complete Set Rs 10/10

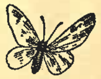

12001
2 ans

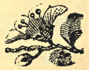

12002
2 ans

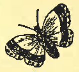

18011
2 ans

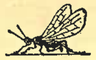

18012
2 ans

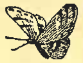

72026—Re 1/4

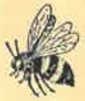

30005
4 ans

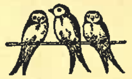

24018—3 ans

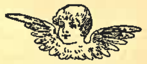

24031
3 ans


24032
3 ans

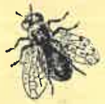

24020
3 ans

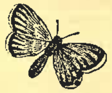

36019
4 ans

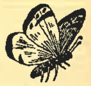

30006—4 ans

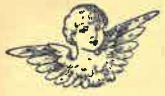

24030—4 ans

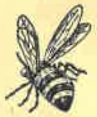
12003
2 ans

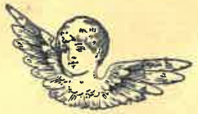

36022—4 ans

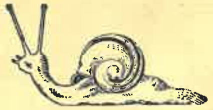

36018—4 ans

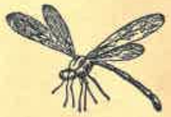

30004—4 ans

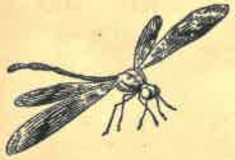

36017—6 ans

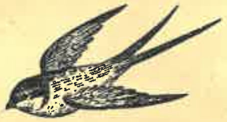

42010—6 ans

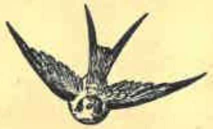

42009 - 6 ans

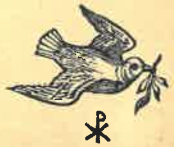

42008—6 ans

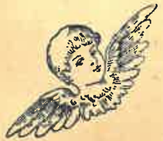

42007—6 ans

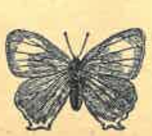

60016—12 ans

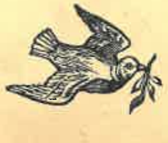

48009—8 ans

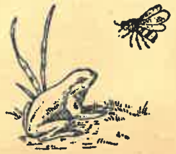

48010—8 ans

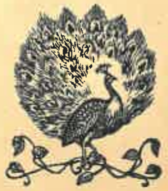

54007—8 ans


54005—8 ans


42011—6 ans

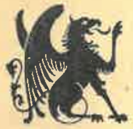

54006—8 ans

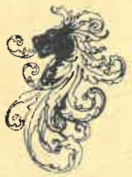

60017—12 ans

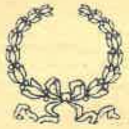

72025—Re 1/4

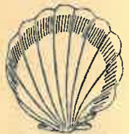
ART ORNAMENTS

ART ORNAMENTS SERIES No. 8

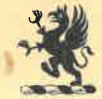

48011—6 ans


48031—6 ans

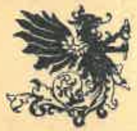

48012—6 ans

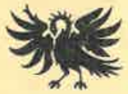

48013—6 ans

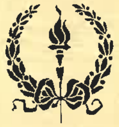
Complete Set Re. 1/8

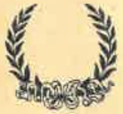

36006—4 ans

ART ORNAMENTS SERIES No. 9

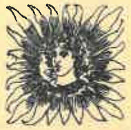

48032—6 ans


36007—4 ans

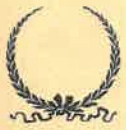

48034—6 ans

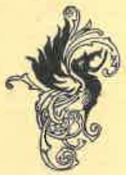

48033—6 ans

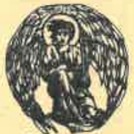
Complete Set Re. 1/6

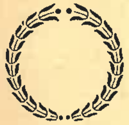

48035—6 ans

ART ORNAMENTS SERIES No. 10

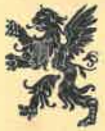

48023—6 ans


48025—6 ans

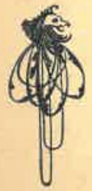

48024—6 ans

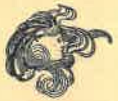

48022—6 ans

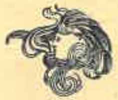
Complete Set Re. 1/8

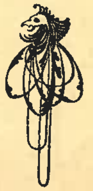

48026—6 ans

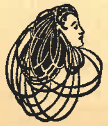
ART ORNAMENTS SERIES No. 11

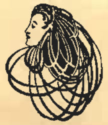

30007
4 ans


36008—4 ans


36009—4 ans

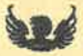

30008
4 ans

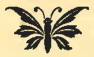

48028—6 ans

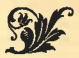

48029—6 ans

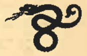
Complete Set Re. 1/6

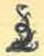
ART ORNAMENTS SERIES No. 12

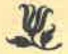

18013
2 ans

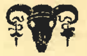

18014
2 ans

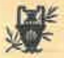

18015
2 ans

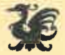

18016
2 ans

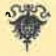

18017
2 ans

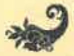

18018
2 ans

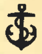

18019
2 ans

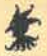

18020
2 ans

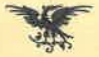

18021
2 ans

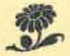

18022
2 ans


18023
2 ans


18024
2 ans

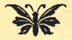

18026
2 ans

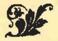

18025
2 ans

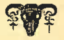

18027
2 ans

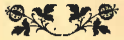
Complete Set Re. 1/8

ART ORNAMENTS SERIES No. 13

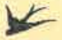

12004
2 ans

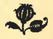

12005
2 ans

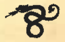

12006
2 ans

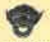

12007
4 ans

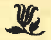
12008
2 ans

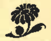

12009
2 ans


12010
2 ans


12011
2 ans

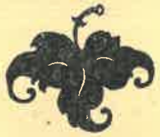

12012
2 ans

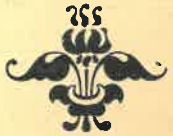

12013
2 ans

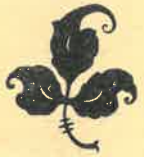

12014
2 ans

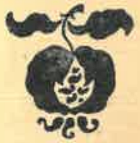
Complete Set Re. 1/4

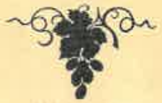
ART ORNAMENTS SERIES No. 14

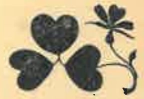

54009—6 ans

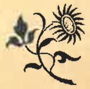

54003—6 ans

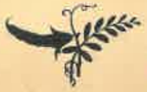

54010—6 ans

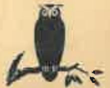

54004—6 ans


36013—6 ans


36010—5 ans


36012—5 ans

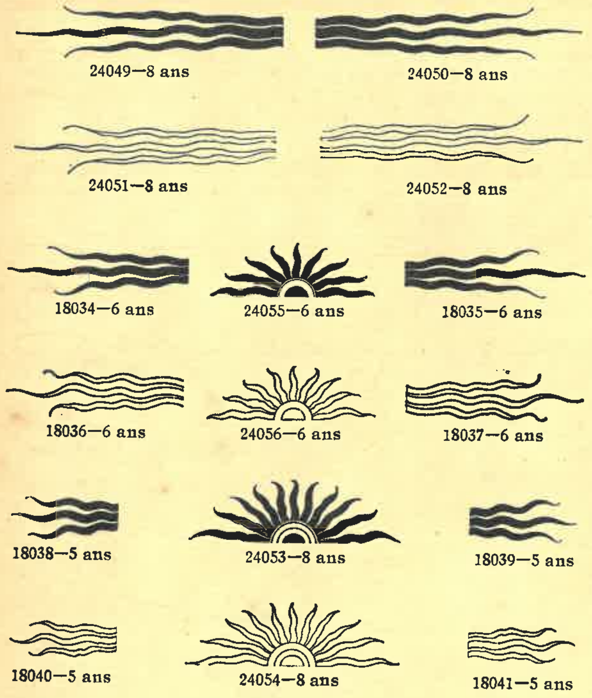

36014—5 ans


36011—6 ans

Complete Set Rs. 2/10

ART ORNAMENTS

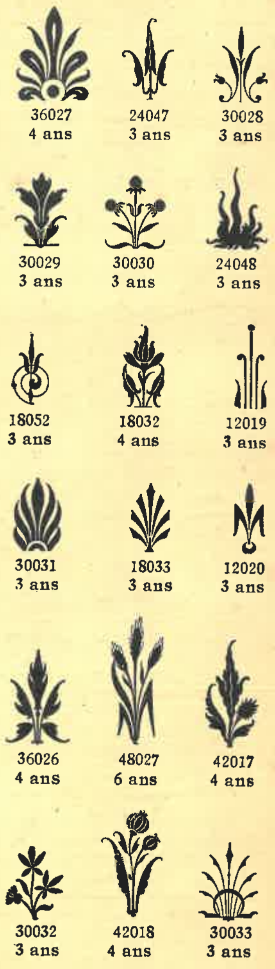
ART ORNAMENTS SERIES No. 15



24049—8 ans
24050—8 ans
24051—8 ans
24052—8 ans
18034—6 ans
24055—6 ans
18035—6 ans
18036—6 ans
24056—6 ans
18037—6 ans
18038—5 ans
24053—8 ans
18039—5 ans
18040—5 ans
24054—8 ans
18041—5 ans

Complete Set Rs. 5/14

ART ORNAMENTS SERIES No. 16

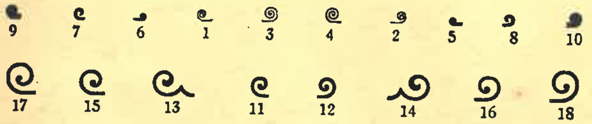


36027 4 ans
24047 3 ans
30028 3 ans
30029 3 ans
30030 3 ans
24048 3 ans
18052 3 ans
18032 4 ans
12019 3 ans
30031 3 ans
18033 3 ans
12020 3 ans
36026 4 ans
48027 6 ans
42017 4 ans
30032 3 ans
42018 4 ans
30033 3 ans

Complete Set Rs. 3/8

END ORNAAMENTS

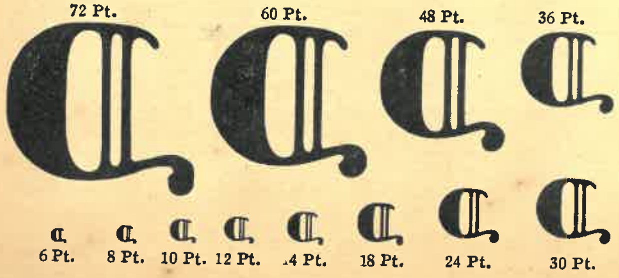
Price Per Font Re. 1/15



9 7 6 1 3 4 2 5 8 10

17 15 13 11 12 14 16 18

GUJARATI PARAGRAPH MARKS



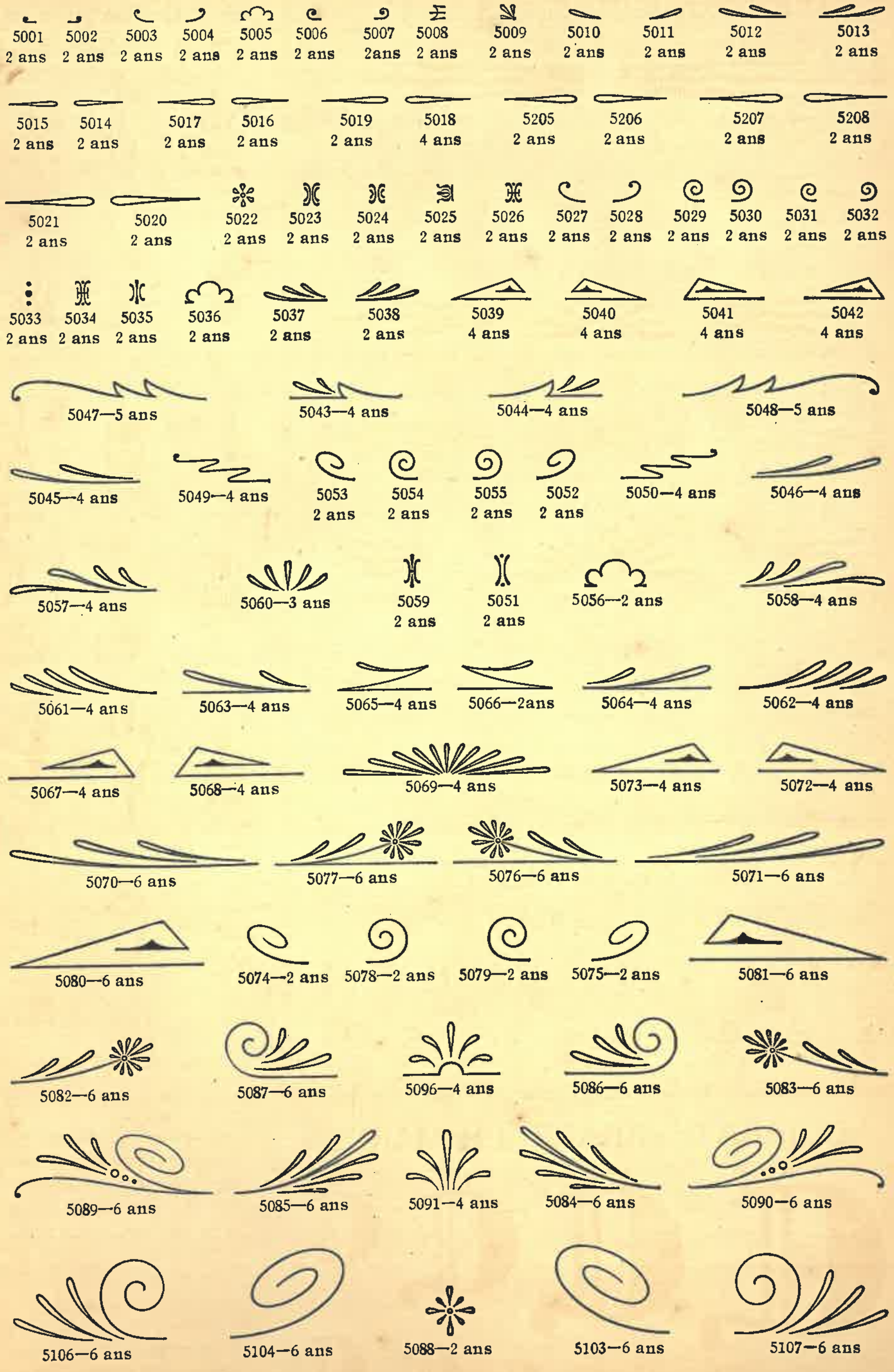
72 Pt. 60 Pt. 48 Pt. 36 Pt.

6 Pt. 8 Pt. 10 Pt. 12 Pt. 14 Pt. 18 Pt. 24 Pt. 30 Pt.

Fonts of Paragraph Marks contain the following number of characters: 6 Pt. 68; 8 Pt. 52; 10 Pt. 40; 12 Pt. 30; 14 Pt. 25; 18 Pt 16; 24 Pt. 15; 30 Pt. 15; 36 Pt. 11; 48 Pt. 6; 60 Pt. 4; 72 Pt. 4.

Put up in separate fonts of each body. Sizes 6 point to 24 point inclusive, Rs. 1/15 per font; 30 point to 72 point, Rs. 2/14 per font.

FANCY DECORATORS—A



5001 2 ans
5002 2 ans
5003 2 ans
5004 2 ans
5005 2 ans
5006 2 ans
5007 2ans
5008 2 ans
5009 2 ans
5010 2 ans
5011 2 ans
5012 2 ans
5013 2 ans

5015 2 ans
5014 2 ans
5017 2 ans
5016 2 ans
5019 2 ans
5018 4 ans
5205 2 ans
5206 2 ans
5207 2 ans
5208 2 ans

5021 2 ans
5020 2 ans
5022 2 ans
5023 2 ans
5024 2 ans
5025 2 ans
5026 2 ans
5027 2 ans
5028 2 ans
5029 2 ans
5030 2 ans
5031 2 ans
5032 2 ans

5033 2 ans
5034 2 ans
5035 2 ans
5036 2 ans
5037 2 ans
5038 2 ans
5039 4 ans
5040 4 ans
5041 4 ans
5042 4 ans

5047—5 ans
5043—4 ans
5044—4 ans
5048—5 ans

5045—4 ans
5049—4 ans
5053 2 ans
5054 2 ans
5055 2 ans
5052 2 ans
5050—4 ans
5046—4 ans

5057—4 ans
5060—3 ans
5059 2 ans
5051 2 ans
5056—2 ans
5058—4 ans

5061—4 ans
5063—4 ans
5065—4 ans
5066—2ans
5064—4 ans
5062—4 ans

5067—4 ans
5068—4 ans
5069—4 ans
5073—4 ans
5072—4 ans

5070—6 ans
5077—6 ans
5076—6 ans
5071—6 ans

5080—6 ans
5074—2 ans
5078—2 ans
5079—2 ans
5075—2 ans
5081—6 ans

5082—6 ans
5087—6 ans
5096—4 ans
5086—6 ans
5083—6 ans

5089—6 ans
5085—6 ans
5091—4 ans
5084—6 ans
5090—6 ans

5106—6 ans
5104—6 ans
5088—2 ans
5103—6 ans
5107—6 ans

FANCY DECORATORS—A

5109—10 ans
5108—4 ans
5094—5 ans
5095—5 ans
5105—4 ans
5110—10 ans

5203—10 ans
5092—5 ans
5111—5 ans
5093—5 ans
5204—10 ans

5202—10 ans
5097—4 ans
5102
4 ans
5101
4 ans
5098—4 ans
5201—10 ans

5209—10 ans
5099—5 ans
5112
5 ans
5113
5 ans
5100
6 ans
5210—10 ans

Complete Set of Fancy Decorators-A—Rs. 28

FANCY DECORATORS—B

5118
2 ans
5116
2 ans
5114
2 ans
5123—4 ans
5120
2 ans
5124—4 ans
5115
2 ans
5117
2 ans
5119
2 ans

5125—4 ans
5127—4 ans
5129—4 ans
5130—4 ans
5128—4 ans
5126—4 ans

5132—5 ans
5133—5 ans
5122
3 ans
5131
2 ans
5121
3 ans
5134—5 ans
5135—5 ans

5137—6 ans
5139
3 ans
5136
3 ans
5140
3 ans
5138—6 ans

5148—5 ans
5146—5 ans
5147—5 ans
5149—5 ans

FANCY DECORATORS—B

5141—5 ans
5143
3 ans
5158—5 ans
5144
3 ans
5142—5 ans

5157—4ans
5156—4 ans
5154—4 ans
5145—5 ans
5155—4 ans
5153—4 ans
5152—4 ans

5159—8 ans
5166—4 ans
5165—4 ans
5160—8 ans

5150—6 ans
5161—4 ans
5162—4 ans
5151—6 ans

5163—8 ans
5170—2 ans
5178—4 ans
5169—2 ans
5164—8 ans

5172—6 ans
5189—6 ans
5175—4 ans
5190—6 ans
5171—6 ans

5173—6 ans
5176—5 ans
5185—4 ans
5186—4 ans
5177—5 ans
5174—6 ans

5181—6 ans
5191—4 ans
5188—4 ans
5192—4 ans
5182—6 ans

5183—8 ans
5184—8 ans

5179—6 ans
5195
4 ans
5199
4 ans
5200
4 ans
5196
4 ans
5180—6 ans

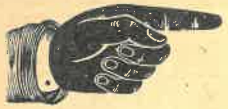
5197—8 ans
5193—2 ans
5187—2 ans
5194—2 ans
5198—8 ans

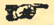
5167—6 ans

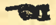
Complete Set of Fancy Decorators-B—Rs. 20

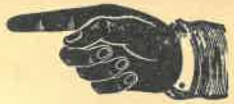
5168—6 ans

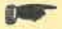
GUJARATI FISTS

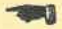

48051—8 ans

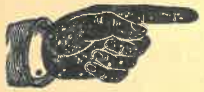

6001
2 ans

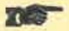

6002
2 ans

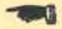

48050—8 ans

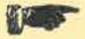

12023
2 ans

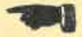

12024
2 ans

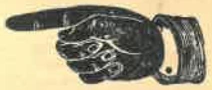

36045—8 ans

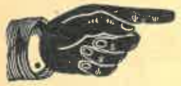

12025
2 ans

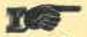

12026
2 ans

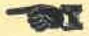

12027—3 ans

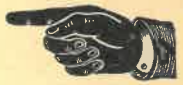

12028—3 ans

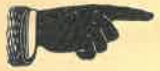

36046—8 ans

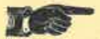

30041—7 ans

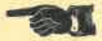

12029—3 ans

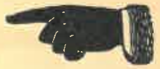

12030—3 ans

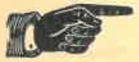

30042—7 ans

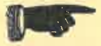

30039—6 ans

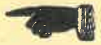

12031—3 ans

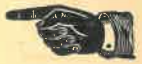

12032—3 ans

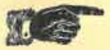

30004—6 ans

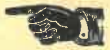

24063—5 ans

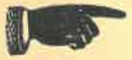

18042—3 ans

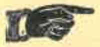

18043—3 ans

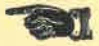

24062—5 ans

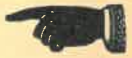

18044—4 ans

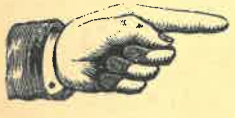

18045—4 ans

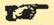

24065—4 ans

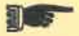

18046—4 ans

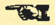

18047—4 ans

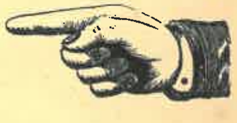

24064—4 ans

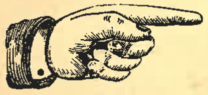

48053—9 ans

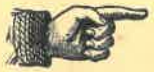

6003
2 ans

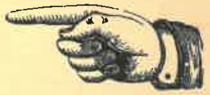

12022
3 ans

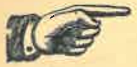

6004
2 ans


4 052—9 ans

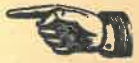

36047—8 ans

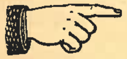

30047—6 ans

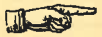

36048—8 ans

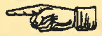

24066—5 ans

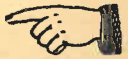
Complete Set of Fists Rs. 15


24067—5 ans

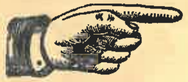

24068—5 ans

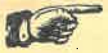

12033
3 ans

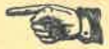

12034
3 ans

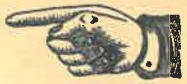

24069—5 ans

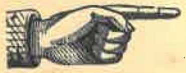
GUJARATI FISTS

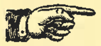

30043—7 ans

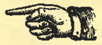

18048
4 ans

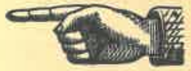

18049
4 ans

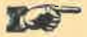

30044—7 ans

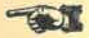

30045—6 ans

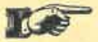

18050
4 ans

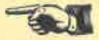

18051
4 ans

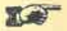

30046—6 ans

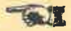

12035
3 ans


12036
3 ans


12037
3 ans


12038
3 ans

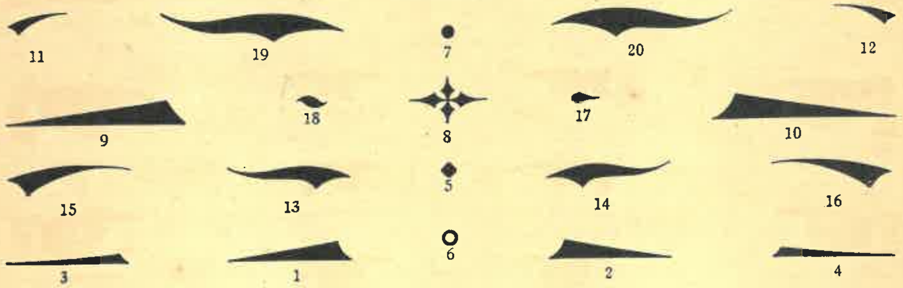

12039
2 ans


12040
2 ans

GUJARATI POINTERS

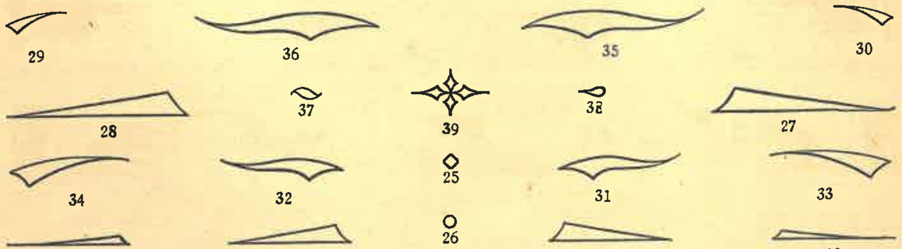
SOLID

Price per Set Rs. 2/8


11
19
7
20
12
9
18
8
17
10
15
13
5
14
16
3
1
6
2
4

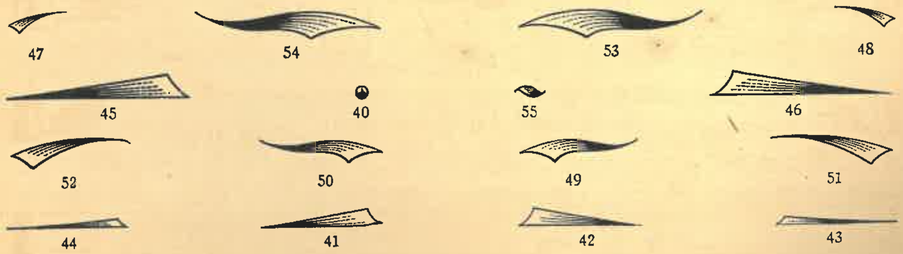
OUTLINE

Price per Set Rs. 2/8


29
36
35
30
28
37
39
38
27
34
32
25
31
33
24
21
26
22
23

SHADED

Price per Set Rs. 2


47
54
53
48
45
40
55
46
52
50
49
51
44
41
42
43

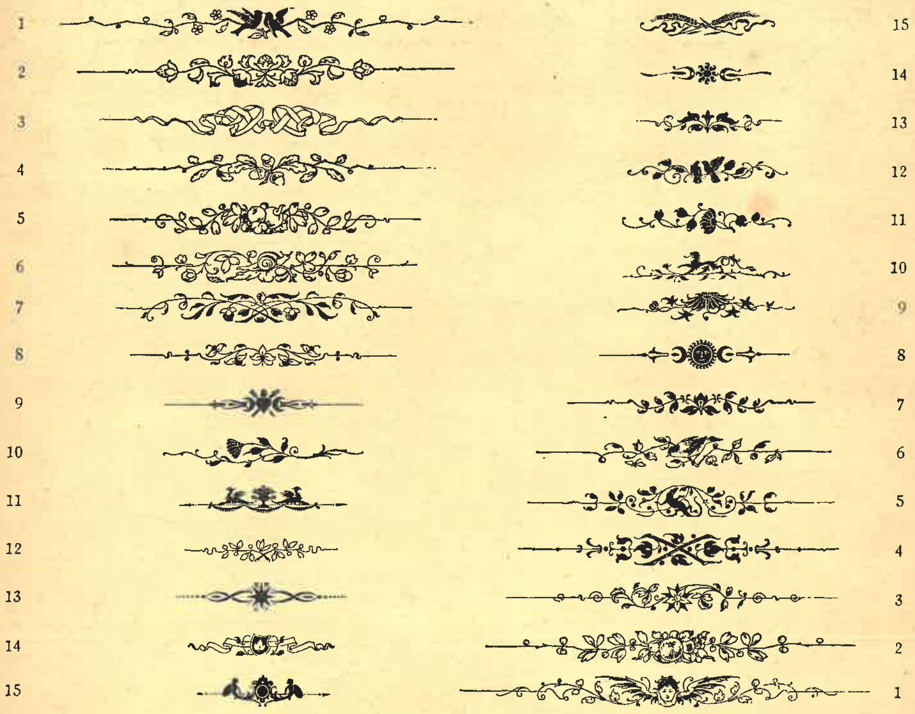
For a complete Font made up of **Solid**, **Outline** and **Shaded Pointers**, Price Rs. 6/-. Single characters of any above 4 ans. each.

DASHES

12-POINT DASHES

Price Rs. 3/8 per Set or Ans. 4 per Piece

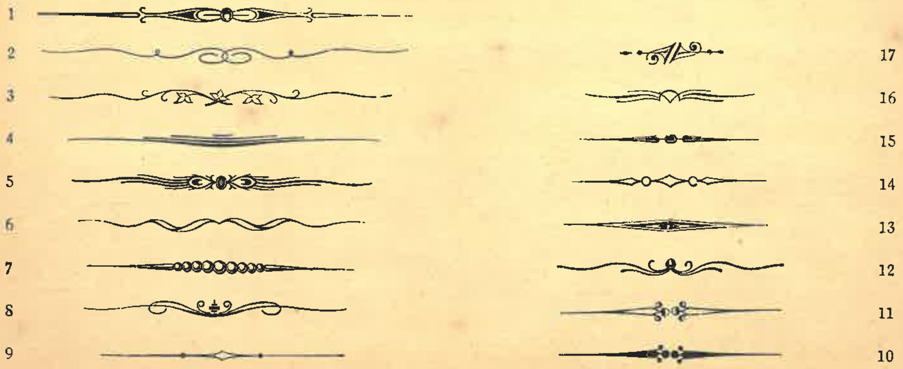
SET No. 1 SET No. 2


1 15
2 14
3 13
4 12
5 11
6 10
7 9
8 8
9 7
10 6
11 5
12 4
13 3
14 2
15 1

10-POINT DASHES

Price Rs. 3/8 per Set or Ans. 4 per Piece

SET No. 3

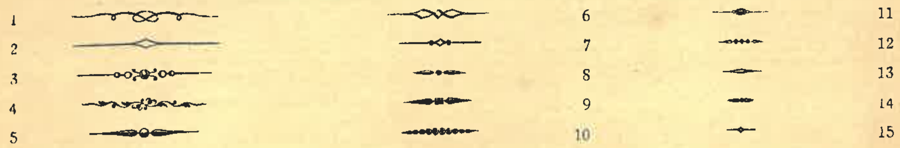

1
2 17
3 16
4 15
5 14
6 13
7 12
8 11
9 10

DASHES

8-POINT DASHES

Price Re. 1/8 per Set or Ans. 2 per Piece

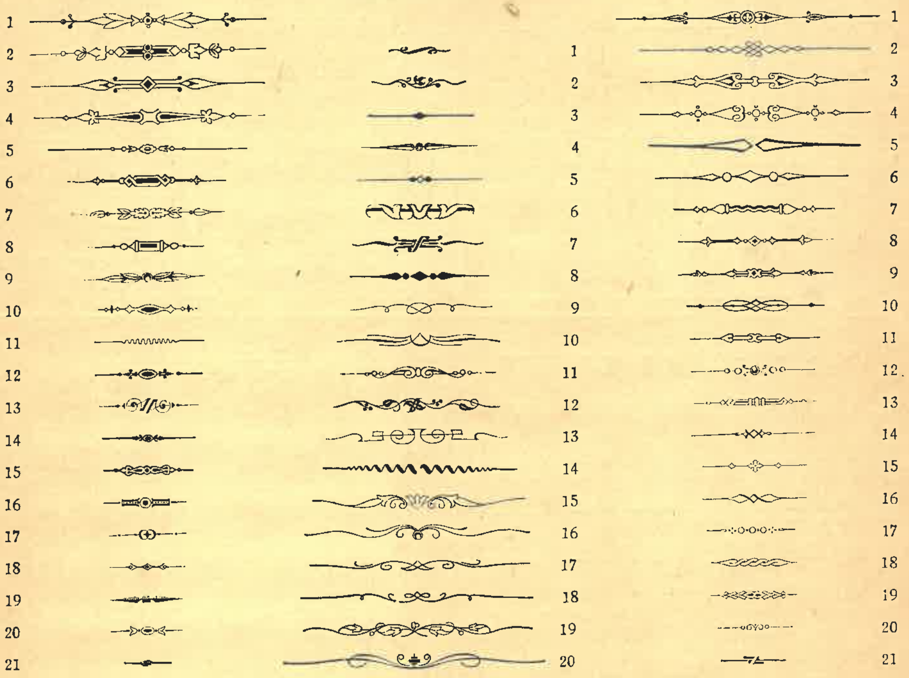
SET No. 4


1 6 11
2 7 12
3 8 13
4 9 14
5 10 15

6-POINT DASHES

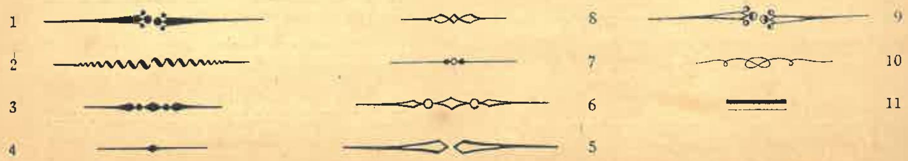
Price Rs. 2/6 per Set or Ans. 2 per Piece

SET No. 5 SET No. 6 SET No. 7


1 1
2 1 2
3 2 3
4 3 4
5 4 5
6 5 6
7 6 7
8 7 8
9 8 9
10 9 10
11 10 11
12 11 12
13 12 13
14 13 14
15 14 15
16 15 16
17 16 17
18 17 18
19 18 19
20 19 20
21 20 21

NEWSPAPER DASHES

Price Rs. 1/14 per Set or Rs. 2/8 per lb.


1 8 9
2 7 10
3 6 11
4 5

BRASS RULES

The following Rules are made of best Spring Brass in strips of 12, 16, and 24 inches in length.

No.	Body
1	1-Point
2	1½-Point
3	2-Point
4	3-Point
5	1-Point
6	1½-Point
7	2-Point
8	3-Point
12	1-Point
13	1½-Point
14	2-Point
15	3-Point
16	1½-Point
17	2-Point
18	3-Point
19	1-Point
20	1½-Point
21	2-Point
22	3-Point
23	1-Point
24	1½-Point
25	2-Point
26	3-Point
27	1½-Point

No.	Body
28	2-Point
29	3-Point
110	1-Point
30	2-Point
31	3-Point
85	4-Point
86	5-Point
87	6-Point
32	4-Point
33	6-Point
34	2-Point
35	3-Point
36	5-Point
37	6-Point
38	4-Point
39	5-Point
40	6-Point
41	9-Point
42	2-Point
43	3-Point
44	3-Point
45	4-Point

BRASS RULES

The following Rules are made of best Spring Brass in strips of 12, 16, and 24 inches in length.

No.	Body
88	5-Point
46	5-Point
47	6-Point
48	6-Point
89	3-Point
90	3-Point
52	8-Point

DOTTED BRASS RULES

No.	Body
53	1½-Point
54	1½-Point
55	2-Point
56	1½-Point
57	2-Point
58	2-Point
59	1½-Point
60	2-Point
61	3-Point
62	2-Point
63	2-Point
64	1½-Point
65	2-Point

WAVED BRASS·RULES

No.	Body
67	1½-Point
68	1½-Point

No.	Body
69	1½-Point
91	2-Point
70	2-Point
92	3-Point
71	2-Point
72	2-Point
73	2-Point

STEEL CUTTING & CREASING RULES

No.	Body
81	2-Point Steel Cutting Rule
82	2-Point Steel Creasing Rule

PERFORATING BRASS RULES

No.	Body
75	1½-Point
76	2-Point
77	3-Point
78	1½-Point
79	2-Point
80	3-Point

CHEQUE BRASS RULES

No.	Body	Length
95	24-Point	1 Foot Long
96	30-Point	1 Foot Long

BRASS RULES

The following Rules are made of best Spring Brass in strips of 12, 16 and 24 inches in length.

FANCY BRASS RULES

No.	Body
98	8-Point
112	6-Point
111	6-Point
107	6-Point
108	6-Point
102	5-Point
90	5-Point
109	4-Point
97	4-Point
93	1½-Point
105	3-Point
103	3-Point

No.	Body
100	3-Point
104	3-Point
101	3-Point
113	3-Point

BRASS COLUMN RULES

No.	Body
9	5-Point
10	6-Point
94	7-Point
11	8-Point

FULL-FACE BRASS RULES

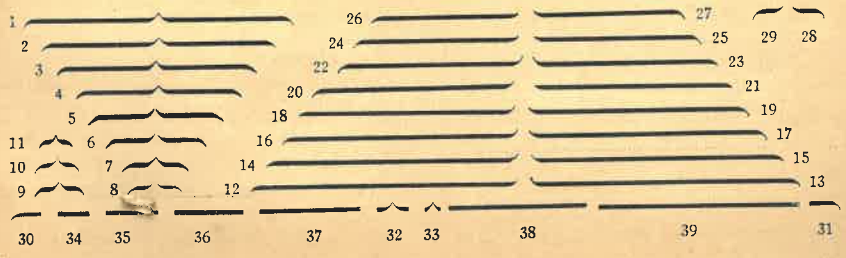
No.	Body
106	6-Point
114	12-Point
115	18-Point
116	24-Point

For prices see separate list

6-POINT BRACES

Price Rs. 4/14 per Set or Rs. 5/14 per lb.

SET No. 1



STANDARD LINE LEADERS

Standard Line Round-Dot Leaders No. 1, (two dots to em), cast on all bodies from 6-Point to 12-Point, in en, em, 1½-em, 2-em and 3-em, widths.

. . . .

Standard Line Fine-Dot Leaders No. 2, cast on all bodies from 6-Point to 12-Point in en, em, 1½-em, 2-em and 3-em widths.

... .

Put up in 2 lb and 5 lb fonts.

Standard Line Round-Dot Leaders No. 3, (one dot to em), cast on all bodies from 6-Point to 12-Point, in em, 2-em and 3-em widths.

. . . . . .

Standard Line Hyphen Leaders No. 4, cast on all bodies from 6-Point to 12-Point, in en, em, 1½-em, 2-em and 3-em, widths.

- - - - - - - - - - - - - - - -

Put up in 2 lb and 5 lb fonts.

TIME-TABLE FIGURES

Being cast on Standard Line, these Figures will line with all our Roman and Job faces cast on the same bodies, consequently the printer is enabled to use any one or more faces he may select for station names or other reading-matter. All our styles of Leaders also line with these figures.

Light-Face Figures are ordinarily used for A.M., and the Heavy-Face for P.M. time.

Cast to order—minimum quantity, 6-Point or 8-Point, 2 pounds.

8-Point Special Light-Face Time-Table Figures—En Set

1 2 3 4 5 6 7 8 9 0

6-Point Special Light-Face Time-Table Figures—En Set

1 2 3 4 5 6 7 8 9 0

8-Point Special Heavy-Face Time-Table Figures—En Set

1 2 3 4 5 6 7 8 9 0

6-Point Special Heavy-Face Time-Table Figures—En Set

1 2 3 4 5 6 7 8 9 0

6-Point French Clarendon Figures-En Set

1 2 3 4 5 6 7 8 9 0

8-Point Old Style No. 1—En Set

1 2 3 4 5 6 7 8 9 0

8-Point Light-Face No. 1—6-Point Em Set

1 2 3 4 5 6 7 8 9 0

Being cast on Point-sets and to multiples of spaces, the figures of every one of our Roman faces are available with easy justification for all classes of tabular matter.

TABLE LOGOTYPES

Cast to order—Figures below the character denote number of the character. In ordering mention number, body and quantity required.

6-Point Table-Logotypes

AM	PM	AM	PM	AR.	LE.	A M	P M
1	2	3	4	5	6	7	8
AM	PM	NN	NT	AM	PM	am	pm
9	10	11	12	13	14	15	16
am	pm	A.M.	P.M.	Ar.	Le.	Ar.	Le.
17	18	19	20	21	22	23	24
Ar.	Lv.	No.	via	doz	do	do	
25	26	27	28	29	30	31	

For prices see separate list

8-Point Table-Logotypes

AM	PM	AM	PM	AM	PM	AM	PM
32	33	34	35	36	37	38	39

11-Point Logotypes			9-Point Logotypes		10-Point Logotypes		
Rs	Do	do	Rs	vs	Rs	do	Do
40	41	42	43	44	45	46	47

8-Point Em-Set Mailing-List Logotypes

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
68	49	50	51	52	53	54	55	56	57	58	59

6-Point En-Set Mailing-List Logotypes

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Mis	Mrs	Rev
60	61	62	63	64	65	66	67	68	69	70	71	72	73	74

MISCELLANEOUS AUXILIARIES

FRACTION FIGURES

Fractions are supplied with Roman fonts but NOT with old style fonts unless specially ordered. In ordering, be particular to state the number of the Fractions wanted, as well as the body and quantity. Put up in 2½ lb font.

9-POINT No. 1—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

10-POINT No. 1—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

11-POINT No. 1—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

12-POINT No. 1—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

9-POINT No. 2—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

10-POINT No. 2—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

12-POINT No. 2—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$ $\frac{1}{6}$

6-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

7-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

8-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

9-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

10-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

11-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

12-POINT No. 3—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{7}{8}$ $\frac{5}{8}$

6-POINT No. 4—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{1}{6}$ $\frac{5}{6}$ $\frac{7}{8}$ $\frac{5}{8}$

8-POINT No. 4—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{1}{6}$ $\frac{5}{6}$ $\frac{7}{8}$ $\frac{5}{8}$

FRACTION FIGURES—*contd.*

10-POINT No. 4—En set

$\frac{1}{4}$ $\frac{1}{2}$ $\frac{3}{4}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{8}$ $\frac{3}{8}$ $\frac{1}{6}$ $\frac{5}{6}$ $\frac{7}{8}$ $\frac{5}{8}$

6-POINT No. 5—Em set

$^{1}{}_{4}$ $^{1}{}_{2}$ $^{3}{}_{4}$ $^{1}{}_{3}$ $^{2}{}_{3}$ $^{1}{}_{8}$ $^{3}{}_{8}$ $^{7}{}_{8}$ $^{5}{}_{8}$

7-POINT No. 5—Em set

$^{1}{}_{4}$ $^{1}{}_{2}$ $^{3}{}_{4}$ $^{1}{}_{3}$ $^{2}{}_{3}$ $^{1}{}_{8}$ $^{3}{}_{8}$ $^{7}{}_{8}$ $^{5}{}_{8}$

8-POINT No. 5—Em set

$^{1}{}_{4}$ $^{1}{}_{2}$ $^{3}{}_{4}$ $^{1}{}_{3}$ $^{2}{}_{3}$ $^{1}{}_{8}$ $^{3}{}_{8}$ $^{7}{}_{8}$ $^{5}{}_{8}$

9-POINT No. 5—Em set

$^{1}{}_{4}$ $^{1}{}_{2}$ $^{3}{}_{4}$ $^{1}{}_{3}$ $^{2}{}_{3}$ $^{1}{}_{8}$ $^{3}{}_{8}$ $^{7}{}_{8}$ $^{5}{}_{8}$

6 POINT No. 6—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

7-POINT No. 6—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

8-POINT No. 6—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅞ ⅝

9-POINT No. 6—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅞ ⅝

10-POINT No. 6—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅞ ⅝

11-POINT No. 6—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅞ ⅝

6-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

7-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

8-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

9-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

10-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅙ ⅞ ⅝

11-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅞ ⅝

12-POINT No. 7—Em set

¼ ½ ¾ ⅓ ⅔ ⅛ ⅜ ⅞ ⅝ ⅙

MISCELLANEOUS AUXILIARIES

ROMAN PIECE FRACTIONS

8-POINT 1½ lb font

$\frac{720}{513}$ 1234567890 – – $\overline{1234567890}$ $\frac{421}{897}$

9-POINT 1½ lb font

$\frac{86}{42}$ 1234567890 – – $\overline{1234567890}$ $\frac{29}{42}$

10-POINT 2 lb font

1234567890 – – $\overline{1234567890}$

$\frac{251}{446}$ $\frac{540}{325}$ $\frac{346}{504}$

11-POINT 2 lb font

1234567890 – – $\overline{1234567890}$

$\frac{135}{380}$ $\frac{416}{471}$ $\frac{286}{542}$

12-POINT 2 lb font

1234567890 – – $\overline{1234567890}$

$\frac{624}{493}$ $\frac{510}{127}$ $\frac{738}{576}$

SPECIAL RADICAL SIGNS

These Special Radical Signs are cast so that ordinary 2-Point Single Rule will join at the top and line with them, as shown in the following specimens.

6-POINT 4 oz font

$\sqrt{}$ $\sqrt{12345}$ $\sqrt{67890}$

8-POINT 1 lb font

$\sqrt{}$ $\sqrt[2]{}$ $\sqrt[3]{}$ $\sqrt[4]{}$ $\sqrt[5]{}$ $\sqrt[6]{}$ $\sqrt{236}$ $\sqrt[2]{326}$ $\sqrt[5]{763}$ $\sqrt[6]{238}$

10-POINT 1 lb font

$\sqrt{}$ $\sqrt[2]{}$ $\sqrt[3]{}$ $\sqrt[4]{}$ $\sqrt[5]{}$ $\sqrt[6]{}$ $\sqrt{53+62}$ $\sqrt[6]{54\times26}$

12-POINT 1 lb font

$\sqrt{}$ $\sqrt[2]{}$ $\sqrt[3]{}$ $\sqrt[4]{}$ $\sqrt[5]{}$ $\sqrt[6]{}$ $\sqrt[2]{36.45}$ $\sqrt[6]{28.66}$

SUPERIOR AND INFERIOR FRACTIONS

Put up in single font of either superior or inferior figures only, and strokes (/) are not supplied with any of these fonts.

OLD STYLE

10-POINT 2 lb font

$40^{128}/_{122}$ $^{1234567890}/_{1234567890}$ $75^{465}/_{83}$

11-POINT 2 lb font

$6^{12}/_{34}$ $^{1234567890}/_{1234567890}$ $8^{56}/_{78}$

12-POINT 2 lb font

$6^{9}/_{35}$ $^{1234567890}/_{1234567890}$ $8^{4}/_{56}$

6-POINT SPECIAL 2 lb font

1234567890/ /1234567890

ROMAN

6-POINT 2 lb font

$^{631}/_{34}$ $4^{6}/_{9}$ $^{1234567890}/_{1234567890}$ $5^{54}/^{8}{}_{5}$ $6^{30}/_{72}$

7-POINT 2 lb font

$31^{672}/_{8370}$ $^{1234567890}/_{1234567890}$ $42^{840}/_{8245}$

8-POINT 2 lb font

$18/_{945}$ $^{1234567890}/_{1234567890}$ $92^{362}/_{863}$

9-POINT 2 lb font

$64^{70}/_{98}$ $^{123456}/_{123456}$ $57^{90}/_{78}$

10-POINT 2 lb font

$25^{67}/_{94}$ $^{1234567890}/_{1234567890}$ $87^{90}/_{87}$

11-POINT 2 lb font

$65^{12}/_{4}$ $^{123457890}/_{1234567890}$ $96^{3}/_{56}$

12-POINT 2 lb font

$2^{7}/_{23}$ $^{34567890}/_{23325323}$ $5^{9}/_{32}$

MISCELLANEOUS AUXILIARIES

NEW SCORED FIGURES

8-Point Roman No. 3 2 lb font
1 2 3 4 5 6 7 8 9 0

10-Point Roman No. 3 3 lb font
1 2 3 4 5 6 7 8 9

8-Point Roman No. 8 2 lb font
1 2 3 4 5 6 7 8 9 0

10-Point Roman No. 8 3 lb font
1 2 3 4 5 6 7 8 9 0

SCORED FIGURES

6-Point Old Style 2 lb font
1 2 3 4 5 6 7 8 9 0

8-Point Old Style 2 lb font
1 2 3 4 5 6 7 8 9 0

10-Point Old Style 3 lb font
1 2 3 4 5 6 7 8 9 0

12-Point Antique 3 lb font
1 2 3 4 5 6 7 8 9 0

POINTED FIGURES

6-Point Old Style 2 lb font
1 2 3 4 5 6 7 8 9 0

8-Point Old Style 2 lb font
1 2 3 4 5 6 7 8 9 0

10-Point Old Style 3 lb font
1 2 3 4 5 6 7 8 9 0

CANCELLED FIGURES

8-Point Roman No. 8 2 lb font
1 2 3 4 5 6 7 8 9 0

10-Point Roman No. 8 3 lb font
1 2 3 4 5 6 7 8 9 0

6-Point Old Style 2 lb font
1 2 3 4 5 6 7 8 9 0

8-Point Old Style 2 lb font
1 2 3 4 5 6 7 8 9 0

10-Point Old Style 3 lb font
1 2 3 4 5 6 7 8 9 0

12-Point Antique 3 lb font
1 2 3 4 5 6 7 8 9 0

SIGNS AND MARKS

When ordered singly, the signs and marks shown in our specimens may be described by the following names and numbers. However, always state the body, and the number of the series where the letter is given.

Mathematical

1 + plus
2 − minus
3 × multiplied by
4 ÷ divided by
5 = equal to
6 : ratio
7 :: proportion
8 ∺ geometrical proportion
9 ± plus or minus
10 < less than
11 > greater than
12 ≮ not less than
13 ≯ not greater than
14 ≎ equivalent to
15 ≠ not equal to
16 ≈ nearly equal to
17 ∽ difference
18 ≏ difference between
19 ∝ variation
20 √ radical
21 ∛ cube root
22 ° degree
23 ′ minute
24 ″ second
25 ○ circle
26 □ squal
27 ▭ rectangle
28 ∠ angle
29 △ triangle
30 ∫ integration
31 ∯ integration of a quaternion
32 ∓ minus or plus
33 ∴ hence, therefore
34 ∵ because
35 ∫ integral of
36 ∞ infinity
37 ∟ right angle
38 ⊥ perpendicular to
39 ≡ identical with
40 ≐ approaches

Arithmetical

1 + plus
2 − minus
3 × multiplied by
4 ÷ divided by
5 = equal to

Medical

1 ℞ receip
2 ℥ ounce.
3 ʒ dram, drachm
4 ℈ scruple

Astronomical

SIGN OF ZODIAL

1 ♈ Aries
2 ♉ Taurus
3 ♊ Gemini
4 ♋ Cancer
5 ♌ Leo
6 ♍ Livergo
7 ♎ Libra
8 ♏ Scorpio
9 ♐ Sagittarius
10 ♑ Capricornus
11 ♒ Aqarious
12 ♓ Pisces

MOON'S PHASES

13 ● New Moon
14 ◑ First Quarter
15 ☺ Full Moon
16 ◐ Last Quarter
17 ● New Moon
18 ☽ First Quarter
19 ☺ Full Moon
20 ☾ Last Quarter

SUN AND PLANETS

21 ☉ Sun
22 ● Moon
23 ☿ Mercury
24 ♀ Venus
25 ⊕ Earth
26 ♂ Mars
27 ♃ Jupiter
28 ♄ Saturn
29 ♅ Uranus
30 ♆ Neptune

SIGN OF POSITION

31 ☌ conjunction
32 ☍ opposition
33 △ trine
34 □ quadrature
35 ✳ sextile
36 ∞ variation
37 ☊ Dragon's head
38 ☋ Dragon's tail
39 ⊠ station mark

Nautical

1 ⊖ sun's center
2 ⨀ sun's upper limb
3 ⨀ sun's lower limb
4 ☾ moon's upper limb
5 ☾ moon's lower limb

Commercial

1 ℔ per
2 @ at, to
3 ℔ pound
4 % per cent
5 ℀ account
6 ¢ cent
7 / stroke

MISCELLANEOUS AUXILIARIES

MATHEMATICAL SIGNS

6-Point 2½ lb font
+ − × ÷ = : :: ∺ ± < > ≮ ≯
∫ ≎ ≠ ≈ ∽ ≏ ∝ √ ° ′ ″ ○ ∯
□ ▭ ∠ △ ∓ ∴ ∵ ∫ ∞ ∟ ⊥ ≡ ≐

7-Point 2½ lb font
+ − × ÷ = : :: ∺ ± < > ≮ ≯
∫ ≎ ≠ ≈ ∽ ≏ ∝ √ ° ′ ″ ○ □ ▭ ∯
∠ △ ∓ ∴ ∵ ∫ ∞ ∟ ⊥ ≡ ≐

8-Point 3 lb font
+ − × ÷ = : :: ∺ ± <
∫ > ≮ ≯ ≎ ≠ ≈ ∽ ≏ ∝ ∯
√ ∛ ° ′ ″ ○ □ ▭ ∠
△ ∓ ∴ ∵ ∫ ∞ ∟ ⊥ ≡ ≐

9-Point 3 lb font
+ − × ÷ = : :: ∺ ± <
> ≮ ≯ ≎ ≠ ≈ ∽ ≏ ∝ √
∫ ∛ ° ′ ″ ○ □ ▭ ∠ △ ∯
∓ ∴ ∵ ∫ ∞ ∟ ⊥ ≡ ≐

10-Point 4 lb font
+ − × ÷ = : :: ∺
± < > ≮ ≯ ≎ ≠ ≈
∽ ≏ ∝ √ ∛ ° ′ ″
∫ ○ □ ▭ ∠ △ ∓ ∴ ∯
∵ ∫ ∞ ∟ ⊥ ≡ ≐

11-Point 4 lb font
+ − × ÷ = : :: ∺
± < > ≮ ≯ ≎ ≠ ≈
∽ ≏ ∝ √ ∛ ° ′ ″
∫ ○ □ ▭ ∠ △ ∓ ∴ ∯
∵ ∫ ∞ ∟ ⊥ ≡ ≐

12-Point 5 lb font
+ − × ÷ = : :: ∺
± < > ≮ ≯ ≎ ≠
≈ ∽ ≏ ∝ √ ∛ ° ′ ″ ○
∫ □ ▭ ∠ △ ∓ ∴ ∯
∵ ∫ ∞ ∟ ⊥ ≡ ≐

ASTRONOMICAL SIGNS

6-Point 2½ lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑
♒ ♓ ● ◑ ☺ ◐ ● ☽ ☺ ☾
☉ ● ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆
☌ ☍ △ □ ✳ ∝ ☊ ☋ ⊠

7-Point 2½ lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑
♒ ♓ ● ◑ ☺ ◐ ● ☽ ☺ ☾
☉ ● ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆
☌ ☍ △ □ ✳ ∝ ☊ ☋ ⊠

8-Point 3 lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑
♒ ♓ ● ◑ ☺ ◐ ● ☽ ☺ ☾
☉ ● ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆
☌ ☍ △ □ ✳ ∝ ☊ ☋ ⊠

9-Point 3 lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑
♒ ♓ ● ◑ ☺ ◐ ● ☽ ☺ ☾
☉ ● ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆
☌ ☍ △ □ ✳ ∝ ☊ ☋ ⊠

10-Point 4 lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑
♒ ♓ ● ◑ ☺ ◐ ● ☽ ☺ ☾
☉ ● ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆
☌ ☍ △ □ ✳ ∝ ☊ ☋ ⊠

11-Point 4 lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏ ♐ ♑
♒ ♓ ● ◑ ☺ ◐ ● ☽ ☺ ☽
☉ ● ☿ ♀ ⊕ ♂ ♃ ♄ ♅ ♆
☌ ☍ △ □ ✳ ∝ ☊ ☋ ⊠

12-Point 5 lb font
♈ ♉ ♊ ♋ ♌ ♍ ♎ ♏
♐ ♑ ♒ ♓ ● ◑ ☺ ◐
● ☽ ☺ ☾ ☉ ● ☿ ♀
⊕ ♂ ♃ ♄ ♅ ♆ ☌ ☍
△ □ ✳ ∝ ☊ ☋ ⊠

MISCELLANEOUS AUXILIARIES

ARITHMETICAL SIGNS

6-POINT 1 lb font
+ − × ÷ =

7-POINT 1 lb font
+ − × ÷ =

8-POINT 1 lb font
+ − × ÷ =

9-POINT 1 lb font
+ − × ÷ =

10-POINT 2 lb font
+ − × ÷ =

11-POINT 2 lb font
+ − × ÷ =

12-POINT 2 lb font
+ − × ÷ =

COMMERCIAL MARKS

6-POINT 1 lb font
⅌ @ ℔ % ℀ ¢ /

7-POINT 1 lb font
⅌ @ ℔ % ℀ ¢ /

8-POINT 1½ lb font
⅌ @ ℔ % ℀ ¢ /

9-POINT 1½ lb font
⅌ @ ℔ % ℀ ¢ /

10-POINT 1 lb font
⅌ @ ℔ % ℀ ¢ /

11-POINT 2 lb font
⅌ @ ℔ % ℀ ¢ /

12-POINT 2 lb font
⅌ @ ℔ % ℀ ¢ /

NAUTICAL SIGNS

6-POINT 1 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

7-POINT 1 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

8-POINT 1 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

9-POINT 1 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

10-POINT 2 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

11-POINT 2 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

12-POINT 2 lb font
⊖ ⊙̄ ⊙̲ C̄ C̲

ARROW MARKS

6-POINT 1 lb font
➳ ➳

12-POINT 1 lb font
➳ ➳

MEDICAL SIGNS

6 POINT 1 lb font
℞ ℈ ℥ ʒ

7-POINT 1 lb font
℞ ℈ ℥ ʒ

8-POINT 1 lb font
℞ ℈ ℥ ʒ

9-POINT 1 lb font
℞ ℈ ℥ ʒ

10-POINT 1½ lb font
℞ ℈ ℥ ʒ

11-POINT 1½ lb font
℞ ℈ ℥ ʒ

12-POINT 1½ lb font
℞ ℈ ℥ ʒ

36-Point Mathematical Sign No. 30

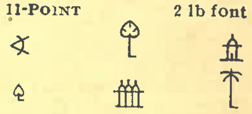
Per dozen pieces

Rs. 4/-

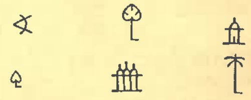
∫

SURVEY MARKS

11-POINT 2 lb font

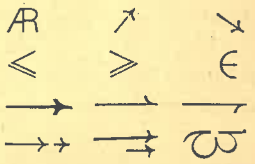


12-POINT 2 lb font



SPECIAL MATHEMATICAL SIGNS

12-POINT 4 lb font



24-Point Mathematical Sign No. 30

Per dozen pieces
Rs. 2/8

∫

MISCELLANEOUS AUXILIARIES

SUPERIOR LETTERS AND FIGURES

Letter font 5 lb each Figure font 2 lb each

Roman No. 3

6-POINT
mgd$^{\text{abcdefghijklmnopqrst.}}$ mgd^{12} 34567890

7-POINT
mgd$^{\text{abcdefghijklmnopqrst}}$ mgd^{12} 34567890

8-POINT
mgd$^{\text{abcdefghijklmnopqrst}}$ mgd^{12} 34567890

9-POINT
mgd$^{\text{abcdefghijklmnop}}$ mgd^{12} 34567890

10-POINT
mgd$^{\text{abcdefghijklmn}}$ mgd^{12} 34567890

11-POINT
mgd$^{\text{abcdefghijkl}}$ mgd^{12} 34567890

12-POINT
mgd$^{\text{abcdefghijklm}}$ mgd^{1234567890}

Italic No. 3

6-POINT
mgd$^{\textit{ab}}$ *cdefghijklmnopqrst*

7-POINT
mgd$^{\textit{ab}}$ *cdefghijklmnopqrst*

8-POINT
mgd$^{\textit{ab}}$ *cdefghijklmnopqrst*

9-POINT
mgd$^{\textit{abcdefghijklmnopq}}$ mgd$^{\textit{12}}$ *34567890*

10-POINT
mgd$^{\textit{abcdefghijklmno}}$ mgd$^{\textit{12}}$ *34567890*

11-POINT
mgd$^{\textit{abcdefghijklmn}}$ mgd$^{\textit{12}}$ *34567890*

12-POINT
mgd$^{\textit{abcdefghijklmn}}$ mgd$^{\textit{1234567890}}$

Old Style

6-POINT
mgd$^{\text{ab}}$ cdefghijklmnopqrst

7-POINT
mgd$^{\text{ab}}$ cdefghijklmnopqrst

8-POINT
mgd$^{\text{ab}}$ cdefghijklmnopqrst

9-POINT
mgd$^{\text{ab}}$ cdefghijklmnopqrst

10-POINT
mgd$^{\text{abcdefghijklmnop}}$ mgd^{12} 34567890

11-POINT
mgd$^{\text{abcdefghijklmnop}}$ mgd^{12} 34567890

12-POINT
mgd$^{\text{abcdefghijklm}}$ mgd^{12345678}

Old Style Italic

6-POINT
mgd$^{\textit{abcdefghijklmnopqrst}}$ mgd$^{\textit{12}}$ *34567890*

7-POINT
mgd$^{\textit{abcdefghijklmnopqrst}}$ mgd$^{\textit{12}}$ *34567890*

8-POINT
mgd$^{\textit{abcdefghijklmnopqrst}}$ mgd$^{\textit{12}}$ *34567890*

9-POINT
mgd$^{\textit{abcdefghijklmnopqrst}}$ mgd$^{\textit{12}}$ *34567890*

10-POINT
mgd$^{\textit{abcdefghijklmnop}}$ mgd$^{\textit{12}}$ *34567890*

11-POINT
mgd$^{\textit{abcdefghijklmnop}}$ mgd$^{\textit{12}}$ *34567890*

12-POINT
mgd$^{\textit{abcdefghijklm}}$ mgd$^{\textit{12345678}}$

MISCELLANEOUS AUXILIARIES

INFERIOR LETTERS AND FIGURES

Letter font 5 lb each   Figure font 2 lb each

Roman No. 3

6-Point
mdg$_{\mathrm{abcdefghijklmnopqrst}}$ mdg$_{12}$ 34567890

7-Point
mdg$_{\mathrm{abcdefghijklmnopqrst}}$ mdg$_{12}$ 34567890

8-Point
mdg$_{\mathrm{abcdefghijklmnopqrst}}$ mdg$_{12}$ 34567890

9-Point
mdg$_{\mathrm{abcdefgijkhlmnop}}$ mdg$_{12}$ 34567890

10-Point
mdg$_{\mathrm{abcdefhgijklmn}}$ mdg$_{12}$ 34567890

11-Point
mdg$_{\mathrm{abcdefghijkl}}$ mdg$_{12}$ 34567890

12-Point
mdg$_{\mathrm{abcdefghijklm}}$ mdg$_{1234567890}$

Italic No. 3

6-Point
mdg$_{\mathit{ab}}$ *cdefghijklmnopqrst*

7-Point
mdg$_{\mathit{ab}}$ *cdefghijklmnopqrst*

8-Point
mdg$_{\mathit{ab}}$ *cdefghijklmnopqrst*

9-Point
mdg$_{\mathit{abcdefghijklmnopq}}$ mdg$_{\mathit{12}}$ *34567890*

10-Point
mdg$_{\mathit{abcdefghijklmno}}$ mdg$_{\mathit{12}}$ *34567890*

11-Point
mdg$_{\mathit{abcdefghijklmn}}$ mdg$_{\mathit{12}}$ *34567890*

12-Point
mdg$_{\mathit{abcdefghijklmn}}$ mdg$_{\mathit{1234567890}}$

Old Style

6-Point
mdg$_{\mathrm{ab}}$ cdefghijklmnopqrst

7-Point
mdg$_{\mathrm{ab}}$ cdefghijklmnopqrst

8-Point
mdg$_{\mathrm{ab}}$ cdefghijklmnopqrst

9-Point
mdg$_{\mathrm{ab}}$ cdefghijklmnopqrst

10-Point
mdg$_{\mathrm{abcdefghijklmnop}}$ mdg$_{12}$ 345667890

11-Point
mdg$_{\mathrm{abcdefghijklmnop}}$ mdg$_{12}$ 34567890

12-Point
mdg$_{\mathrm{abcdefghijklm}}$ mdg$_{12345678}$

Old Style Italic

6-Point
mdg$_{\mathit{abcdefghijklmnopqrst}}$ mdg$_{\mathit{12}}$ *34567890*

7-Point
mdg$_{\mathit{abcdefghijklmnopqrst}}$ mdg$_{\mathit{12}}$ *34567890*

8-Point
mdg$_{\mathit{abcdefghijklmnopqrst}}$ mdg$_{\mathit{12}}$ *34567890*

9-Point
mdg$_{\mathit{abcdefghijklmnopqrst}}$ mdg$_{\mathit{12}}$ *34567890*

10-Point
mdg$_{\mathit{abcdefghijklmnop}}$ mdg$_{\mathit{12}}$ *34567890*

11-Point
mdg$_{\mathit{abcdefghijklmnop}}$ mdg$_{\mathit{12}}$ *34567890*

12-Point
mdg$_{\mathit{abcdefghijklm}}$ mdg$_{\mathit{12345678}}$

For prices see separate list

MISCELLANEOUS AUXILIARIES

ACCENTS

Acute	á é í ó ú	Tilde	ã õ	Dieresis	ä ë ï ö ü
Grave	à è ì ò ù	Cedilla	ç	Long	ā ē ī ō ū
Circumflex	â ê î ô û	Nya	ñ	Short	ă ĕ ĭ ŏ ŭ

9-Point Roman No. 1

à è ì ò ù á é í ó
ś ú ã õ ñ ä ë ï ö
ü â ê î ô û ṅ ḍ ç
ḥ ḷ ṃ ṇ ṛ ṭ Â Î

10-Point Roman No. 1

á é í ó ú à è ì ò ù ã õ ñ
ä ë ï ö ü â ê î ô û ṅ ç ḥ

11-Point Roman No. 1

á é í ó ú ś à è ì ò ù
ã õ ñ ä ë ï ö ü â ê î
ô û ṅ n̮ ç ḥ ṃ ṇ ị A Ó
A̋ Î E Ç Á Ś Ñ Ü Â
Î Û İ Ṅ N̮ G̣ Ḥ Ị Ṇ Ṭ Ṛ

12-Point Roman No. 1

á é í ó ś ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ṅ ç ḍ
ḷ ṃ ṇ ṛ ṭ A E Í Ó Ú Ã Â Ê
Ç Ḍ Ṇ Ṛ Ṭ Á Í Ś Ú Ḍ Ṇ Ṛ Ṭ

9-Point Roman No. 2

á é í ó ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ç

10-Point Roman No. 2

á é í ó ú ś à è ì ò ù
ã õ ñ ä ë ï ö ü â ê î
ô û ç ḍ ḥ ḳ ḷ ṃ ṇ ṛ ṭ
n̲ g Á Í Ú Ā Â Î N̲ Ḍ G̣
Ḳ Ṛ Ṭ Á Í Ú Â Ḍ G̣ Ḳ N̲ Ṛ Ṭ

12-Point Roman No. 2

á é í ó ń ú à è ì ò ù
ă ĭ ŏ ã õ ñ ä ë ï ö ü
ā ē ī â ê î ô û ç g̰h ṭ

6-Point Roman No. 3

à è ì ò ù á é í ó ú å ñ ä ë
ö ü â ê î ô û ç ẹ̆ Ó Ú Ñ Ç

7-Point Roman No. 3

á à é è í ó ú ù ñ å ä ë
ï ö ü â ê î ô û ç Ñ Ç

8-Point Roman No. 3

á é í ó ú à è ì ò ù ă
ĕ ĭ ŏ ŭ ã ñ å ä ë ö ü
ā ē ī ō ū â ê î ô û
ç Á É Ó À È Ñ Ä Ö Ü
Ā Ē Ī Ō Ū Ū̃ Ç Á É À
È Ā̃ Ī̃ Ū̃ Ñ Ä Ö Ü Ç

9-Point Roman No. 3

á é í ó ú à è ù â
ê î ô û å ä ë ï ö
ü q̃ ā ō ṅ ñ ç Ñ Ç

10-Point Roman No. 3

á é í ó ú à è ò ù ă ĕ
ŏ ŭ å ä ë ï ö ü *ã* *õ* ñ
ē ō ū *ṅ* â ê î ô û ç ḍ
ṛ ṇ Á É À È Ñ Ä Ö
Ü Ā Ē Ō Ū Ç Á É
À È Ñ Ä Ö Ü Ç

For prices see separate list

MISCELLANEOUS AUXILIARIES

ACCENTS—*continued*

11-Point Roman No. 3

á é í ó ú à è ì ò ù ă ĕ
ĭ ŏ ŭ y̆ ẽ ĩ õ ñ ũ ỹ å ä
ë ï ö ü ā ē ḡ ī ō ū ȳ â
ê î ô û ā̆ ē̆ ō̆ ī̆ ū̆ ȳ̆ ȧ ȯ
ġ j̇ ı̇ ȯ a̤ o̤ ṳ ɛ ç e̱ ḏ u̱
ṉ ṣ x̱ ŏŏ ōō C̲h̲ K̲h̲ S̲h̲ c̲h̲
k̲h̲ th ạ ḍ ḥ g̣ ọ ṣ ṭ ụ
ẓ s̤ z̤ Ñ Â Ḣ Ġ J̇
Ç Ḏ Ḍ Ṣ Ẓ S̤ Z̤ Â U̱

12-Point Roman No. 3

á é í ó ú à è ì ò ă
ĕ ĭ ŏ ŭ ã õ ñ ä ë ï
ö ü â ê î ô û ā ē ī
ō ū ç G̲h̲ l̲h̲ K̲h̲ Á É
Í Ó Ú À È Ì Ò Ù Ă Ĕ
Ĭ Ŏ Ŭ Ã Ñ Õ Å Ä Ë
Ï Ö Ü Ā Ē Ī Ō Ū Â Ê
Î Ô Û Ç Ṇ Ṛ Ṭ Á É Í
Ó Ú À È Ì Ò Ù Ă Ĕ Ĭ
Ŏ Ŭ Ã Ñ Õ Å Ä Ë Ï Ö
Ü Ā Ē Ī Ō Ū Â Ê Î Ô Û Ç

6-Point Old Style

à á è é í ò ó ù ú ñ å ä ë ï
ö ü â ê î ô û ṛ Ñ Å Ä Ö Ç À
È Á É Í Ó Ú Ã Õ Ñ Å Ä Ö Ü Ê ç

7-Point Old Style

á é í ó ú à è ù ñ å ä
ë ï ö ü â ê î ô û ç Ç

8-Point Old Style

á é í ó ú ś à è ò ù ã ñ å
ä ë ï ö ü â ê î ô û ç ṇ
Ś Ñ Å Ä Ö Ā Â Ç Á À Ã Õ
Ñ Å Ä Ö Ü Â Î Ô Û Ç

9-Point Old Style

á é í ó ú ś à è ù ñ å
ä ë ï ö ü ā ō â ê î ô
û ç ṇ ṛ Ñ Â Ç

10-Point Old Style

á é í ó ś ú à è ì ò ù ñ
å ä ë ï ö ü â ê î ô û ṅ
ç ḍ ḥ ị ṇ ṛ ṉ Ñ Å Ä Ö Ü
Ç Á Í Ś À Ó Ã Õ Ñ Å Ä Ö
Ü Â Î Ô Û Ç İ Ṅ Ị Ṇ Ṛ

11-Point Old Style

á é í ó ú ś à è ù ñ å
ä ë ï ö ü ā â ê î ô û
ṅ ç ị ṇ ṉ Á Ś Ñ Â Ā Ç
Ś Ñ Ü Â Û Ṅ İ Ṇ Ị Ṛ Ṉ

12-Point Old Style

á é í ó ú à è ù ñ å ä ë
ï ö ü â ê î ô û ç Ñ Ç

18-Point Old Style

á é ó ú ã õ ê ô ç

9-Point Italic No. 1

á é í ó ś ú à è ì
ò ù ã õ ñ â ê î ô
û ä ï ë ö ü ṅ ç ḍ
ḥ ḷ ṃ ṇ ṛ ṭ Â Î

10-Point Italic No. 1

á é í ó ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ç

11-Point Italic No. 1

á é í ó ú ś à è ì ò ù
ã õ ñ ä ë ï ö ü â ê î
ô û ṅ ç ḥ ṃ ṇ Â Î

MISCELLANEOUS AUXILIARIES

ACCENTS—*continued*

12-Point Italic No. 1

á é í ó ś ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ṅ ç
ḍ ḷ ṃ ṇ ṛ ṭ Á Í Ú Â Ḍ Ṇ Ṛ Ṭ

9-Point Italic No. 2

á à é è ì ó ò ú ù ã õ ñ
ä ë ï ö ü â ê î ô û ç

10-Point Italic No. 2

á é í ó ú ś à è ì ò ù ú
ã ñ õ ä ë ï ö ā â î û
ṅ g ṉ ç ḍ ḥ ḳ ḷ ṇ ṃ ṛ ṭ
Á Í Ú Â Î Ṉ G̣ Ḍ Ḳ Ṛ Ṭ

12-Point Italic No. 2

á é í ó ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ç

6-Point Italic No. 3

á é í ó ú ý à è ì ò ù ỳ ñ å ä
ë ï ö ü â ê î ô û ç Ñ Ç

7-Point Italic No. 3

á é í ó ú ý à è ì ò ù ỳ ñ
å ä ï ö û â ê î ô ü ç Ñ Ç

8-Point Italic No. 3

á é í ó ú à è ù ã
å ä ë ï ö ü â ê
î ô û ā̃ ō̆ ç Ñ Ç

9-Point Italic No. 3

á é í ó ú à è ù ñ
ã å ä ë ï ö ü â ê
î ô û ṅ ç ḥ ḍ ṇ ṃ ṛ Ñ Ç

10-Point Italic No. 3

á é í ó ú à è ù ã õ ñ å ä ë ï
ö ü â ê î ô û ṅ ç ḡō ṇ ḷ S̆ Ñ Ç

11-Point Italic No. 3

á é í ó ú à è ù å ñ
ä ë ï ö ü â ê î ô û
ç C̲h̲ K̲h̲ s̲h̲ ḥ ṣ Ñ Ç

12-Point Italic No. 3

á é í ó ú à è ì ò ù ă ĕ
ĭ ŏ ŭ ã õ ñ å ä ë ï ö ü
ā ē ī ō ū â ê î ô û i̇ ç
A E Í Ó Ú A È Ì Ò Ù
Ă Ĕ Ĭ Ŏ Ã Õ Ñ A A Ë
Ï Ö A Ē I Ō Â Ê Î Ç

6-Point Old Style Italic

ó ú ò ù ŏ ŭ õ ö ü ō ū ô û Õ Ö Ü

7-Point Old Style Italic

ó ú ù ü ö ô û

8-Point Old Style Italic

á ó ú ś ò ù ŏ ŭ ā õ ö ü ō ū
â î ô û ṇ Á Ś Õ Ö Ü Ā Â

9-Point Old Style Italic

á ó ś ú ù ö ü â
î ô û ṇ Ś A Â

10-Point Old Style Italic

ó ú ò ù ŏ ŭ õ ñ ö ü ō ū
â î ô û ṅ ḍ ị ḥ ḷ ṇ ṉ Õ Ö Ü

11-Point Old Style Italic

á ś ù ñ ö ü â î û
ṅ ị ṇ ṉ Ś A A

12-Point Old Style Italic

ó ú ù ö ü ô û

Small Pica

ā̆ ē̆ ō̆ ū̆ ā ī̆ ā̆ ō̆ ī̆ k̲h̲ Á Ś Ē Ī K̲h̲

Small Pica Italic

ḗ ô ū̆ ī ā̆ ē̆ ō̆ ī̆ ū̆ k̲h̲ Á Ś Ē Ī K̲h̲

Brevier

ā̆ ē̆ ī̆ ō̆ ū̆ ṇ K̲h̲

Brevier Italic

ā̆ ē̆ ī̆ ō̆ ū̆ ṇ K̲h̲

MISCELLANEOUS AUXILIARIES

ACCENTS—*continued*

11-Point Roman No. 3

á é í ó ú à è ì ò ù ă ĕ
ĭ ŏ ŭ y̆ ẽ ĩ õ ñ ũ ỹ å ä
ë ï ö ü ā ē ḡ ī ō ū ȳ â
ê î ô û ā̆ ē̆ ō̆ ī̆ ū̆ ȳ̆ ȧ ȯ
ġ j̇ ı̇ ȯ a̤ o̤ ṳ ɛ ç e̱ ḏ u̱
ṉ s̤ x̱ ŏŏ ōō Ch Kh Sh ch
kh th ạ ḍ ḥ g̣ ọ ṣ ṭ ụ
ẓ s̤̣ z̤̣ Ñ Â Ḣ Ġ J̇
Ç D̠ Ḍ Ṣ Ẓ S̤̣ Z̤̣ Â U̱

12-Point Roman No. 3

á é í ó ú à è ì ò ă
ĕ ĭ ŏ ŭ ã õ ñ ä ë ï
ö ü â ê î ô û ā ē ī
ō ū ç Gh lh Kh Á É
Í Ó Ú À È Ì Ò Ù Ă Ĕ
Ĭ Ŏ Ŭ Ã Ñ Õ Å Ä Ë
Ï Ö Ü Ā Ē Ī Ō Ū Â Ê
Î Ô Û Ç Ṇ Ṛ Ṭ Á É Í
Ó Ú À È Ì Ò Ù Ă Ĕ Ĭ
Ŏ Ŭ Ã Ñ Õ Å Ä Ë Ï Ö
Ü Ā Ē Ī Ō Ū Â Ê Î Ô Û Ç

6-Point Old Style

à á è é í ò ó ù ú ñ å ä ë ï
ö ü â ê î ô û ṛ Ñ Å Ä Ö Ç À
È Á É Í Ó Ú Ã Õ Ñ Å Ä Ö Ü Ê ç

7-Point Old Style

á é í ó ú à è ù ñ å ä
ë ï ö ü â ê î ô û ç Ç

8-Point Old Style

á é í ó ú ś à è ò ù ā ñ å
ä ë ï ö ü â ê î ô û ç ṇ
Ś Ñ Å Ä Ö Ā Â Ç Á À Ã Õ
Ñ Å Ä Ö Ü Â Î Ô Û ç

9-Point Old Style

á é í ó ú ś à è ù ñ å
ä ë ï ö ü ā ō â ê î ô
û ç ṇ ṛ Ñ Â Ç

10-Point Old Style

á é í ó ś ú à è ì ò ù ñ
å ä ë ï ö ü â ê î ô û ṅ
ç ḍ ḥ ị ṇ ṛ ṉ Ñ Å Ä Ö Ü
Ç Á Í Ś À Ó Ã Õ Ñ Å Ä Ö
Ü Â Î Ô Û Ç İ Ṅ Ị Ṇ Ṛ

11-Point Old Style

á é í ó ú ś à è ù ñ å
ä ë ï ö ü ā â ê î ô û
ṅ ç ị ṇ ṉ Á Ś Ñ Â Ā Ç
Ś Ñ Ü Â Û Ṅ İ Ṇ Ị Ṛ Ṉ

12-Point Old Style

á é í ó ú à è ù ñ å ä ë
ï ö ü â ê î ô û ç Ñ Ç

18-Point Old Style

á é ó ú ã õ ê ô ç

9-Point Italic No. 1

á é í ó ś ú à è ì
ò ù ã õ ñ â ê î ô
û ä ï ë ö ü ṅ ç ḍ
ḥ ḷ ṃ ṇ ṛ ṭ Â Î

10-Point Italic No. 1

á é í ó ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ç

11-Point Italic No. 1

á é í ó ú ś à è ì ò ù
ã õ ñ ä ë ï ö ü â ê î
ô û ṅ ç ḥ ṃ ṇ Â Î

MISCELLANEOUS AUXILIARIES

ACCENTS—*continued*

12-Point Italic No. 1

á é í ó ś ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ṅ ç
ḍ ḷ ṃ ṇ ṛ ṭ Á Í Ú Â Ḍ Ṇ Ṛ Ṭ

9-Point Italic No. 2

á à é è ì ó ò ú ù ã õ ñ
ä ë ï ö ü â ê î ô û ç

10-Point Italic No. 2

á é í ó ú ś à è ì ò ù ú
ã ñ õ ä ë ï ö ã â î û
ṅ g ṉ ç ḍ ḥ ḳ ḷ ṇ ṃ ṛ ṭ
Á Í Ú Â Î Ṉ G̣ Ḍ Ḳ Ṛ Ṭ

12-Point Italic No. 2

á é í ó ú à è ì ò ù ã õ
ñ ä ë ï ö ü â ê î ô û ç

6-Point Italic No. 3

á é í ó ú ý à è ì ò ù ỳ ñ å ä
ë ï ö ü â ê î ô û ç Ñ Ç

7-Point Italic No. 3

á é í ó ú ý à è ì ò ù ỳ ñ
å ä ï ö û â ê î ô ü ç Ñ Ç

8-Point Italic No. 3

á é í ó ú à è ù ã
å ä ë ï ö ü â ê
î ô û ā̃ ō̆ ç Ñ Ç

9-Point Italic No. 3

á é í ó ú à è ù ñ
ā å ä ë ï ö ü â ê
î ô û ṅ ç ḥ ḍ ṇ ṃ ṛ Ñ Ç

10-Point Italic No. 3

á é í ó ú à è ù ã õ ñ å ä ë ï
ö ü â ê î ô û ṅ ç g͞o ṇ ḷ S̆ Ñ Ç

11-Point Italic No. 3

á é í ó ú à è ù å ñ
ä ë ï ö ü â ê î ô û
ç Ch Kh sh ḥ ṣ Ñ Ç

12-Point Italic No. 3

á é í ó ú à è ì ò ù ă ĕ
ĭ ŏ ŭ ã õ ñ å ä ë ï ö ü
ā ē ī ō ū â ê î ô û i ç
Á É Í Ó Ú À È Ì Ò Ù
Ă Ĕ Ĭ Ŏ Ã Õ Ñ Å Ä Ë
Ï Ö Ā Ē Ī Ō Â Ê Î Ç

6-Point Old Style Italic

ó ú ò ù ŏ ŭ õ ö ü ō ū ô û Õ Ö Ü

7-Point Old Style Italic

ó ú ù ü ö ô û

8-Point Old Style Italic

á ó ú ś ò ù ŏ ŭ ã õ ö ü ō ū
â î ô û ṇ Á Ś Õ Ö Ü Ā Â

9-Point Old Style Italic

á ó ś ú ù ö ü â
î ô û ṇ Ś A Â

10-Point Old Style Italic

ó ú ò ù ŏ ŭ õ ñ ö ü ō ū
â î ô û ṅ ḍ ị ḥ ḷ ṇ ṉ Õ Ö Ü

11-Point Old Style Italic

á ś ù ñ ö ü â î û
ṅ ị ṇ ṉ Ś A A

12-Point Old Style Italic

ó ú ù ö ü ô û

Small Pica

ā̆ ē̆ ō̆ ū̆ ā ī̆ ā̆ ō̆ ī̆ kh Á Ś Ē Ī Kh

Small Pica Italic

ĕ́ ŏ́ ū̆ ī ā̆ ē̆ ọ̆ ī̆ ū̆ kh Á Ś Ē Ī Kh

Brevier

ā̆ ē̆ ī̆ ō̆ ū̆ ṇ Kh

Brevier Italic

ā̆ ē̆ ī̆ ō̆ ū̆ ṇ Kh

MISCELLANEOUS AUXILIARIES

ACCENTS—*continued*

8-POINT OLD STYLE (9-PT. FACE)

à è ò ù ì á é ó ú í
ă ĕ ĭ ŭ ã õ ä ë ï û
ü ā ē ī ō ū â ê î ô ö

12-POINT TUKARAM

á é ã õ â ê ô ç
Á É Ã Õ Â Ê Ô Ç

12-POINT NARMAD OLD STYLE

à ò è ù á é ó ŏ ã õ â ê ô ç
À E Á É Í Ó Ã Õ Â Ê Ô Ç

10-POINT NARMAD OLD STYLE

á é ó ù à è ò ã õ â ê ô ŏ ç
Á É Ó À È Í Ã Õ Â Ê Ô Ç

12-POINT VIVEKANAND

à é ï ë ô ç

12-MAHENDRA

é à è ì ò ù ä ë ï ö ü
â ê ô û ç É À È Ì Ò
Ù Ä Ë Ï Ö Ü Â Ê Î Û Ç

10-MAHENDRA

é à è ì ò ù ä ë ö ü
â ê î ô û ç À È Ì Ò
Ù Ä Ë Ï Ö Ü Â Ê Î Û Ç

10-POINT BONERJEE

à é ë ï ô ç

10-POINT SURENDRA

à é ô ï ë ç

12-POINT TYPE WRITER NO. 1

ć č š ž đ

GREEK SIGNS

9-POINT ROMAN GREEK

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ
ν ξ ο π ρ σ τ υ φ χ ψ ω

10-POINT ROMAN GREEK

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Δ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ
ν ξ ο π ρ σ τ υ φ χ ψ ω

11-POINT ROMAN GREEK

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ
ν ξ ο π ρ σ τ υ φ χ ψ ω

12-POINT ROMAN GREEK

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ
ν ξ ο π ρ σ τ υ φ χ ψ ω

ACCENT MARKS

6-POINT ACCENT MARKS

1 lb font

´	`	˘	˜	ʼ
1	2	3	4	5

The above are cut to adjust on assorted job fonts.

NOTE

Everyday new accented letters are added to the above list.

If any letter that you need is not included in the above list, communicate your requirements to us promptly.

MISCELLANEOUS AUXILIARIES

FOOT-NOTE SIGNS

6-POINT 1 lb font
† ‡ ¶ ‖ § *

7-POINT 1 lb font
† ‡ ¶ ‖ § *

8-POINT 1½ lb font
† ‡ ¶ ‖ § *

9-POINT 1½ lb font
† ‡ ¶ ‖ § *

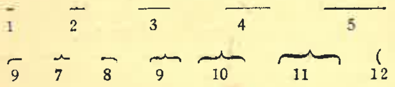
10-POINT 2 lb font
† ‡ ¶ ‖ § *

11-POINT 2 lb font
† ‡ ¶ ‖ § *

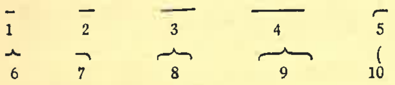
12-POINT 2 lb font
† ‡ ¶ ‖ § *

ROMAN DASHES & BRACES

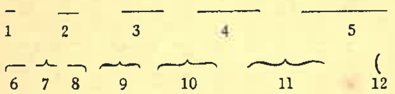
6-POINT 1 lb font



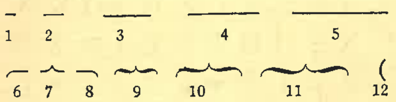
7-POINT 1 lb font



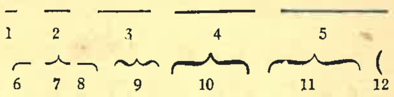
8-POINT 1½ lb font



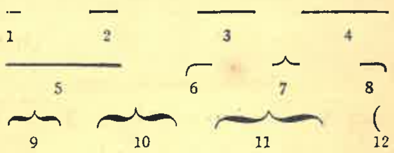
9-POINT 1½ lb font



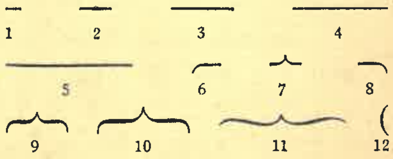
10-POINT 2 lb font



11-POINT 2 lb font



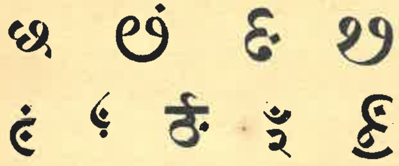
12-POINT 2 lb font



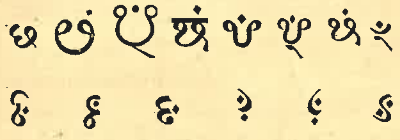
NAGARI MISCELLANEOUS AUXILIARIES

NAGARI GRANTH SIGNS

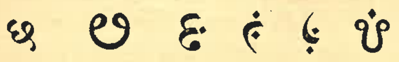
OLD STYLE NO. 2 TWO LINE ENGLISH



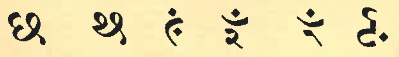
NEW STYLE BLACK TWO LINE LONG PRIMER



CONDENSED TWO LINE LONG PRIMER



22-POINT NEW STYLE



NAGARI PANCHANG LETTERS

Cast on Em set for Panchang

NEW STYLE NO. 2 ENGLISH

अ आ उ ऐं कृ किं कु
कौ कं स्वा ग गु गं घृ
ध ध्रु च चि चं तू तै
ना प प्री पु पू ब ब्र
बा बु भ म मृ मि मू
मे मं व्य व्या ज्ये र रे
रो व वृ वि वै श श्र
सि शु शू शो ष सा शि
सिं सु सौ ह

NAGARI PICA PANCHANG LINE

2 lbs. font

3-to Pica	4-to Pica	6-to Pica	8-to Pica

NAGARI PANCHANG FIGURES

Cast on Half Body

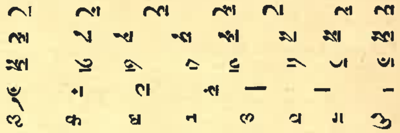
PICA

⅓ Em set		¼ Em set
१२३४५६७८९०	६२४ २४५७	१२३४५६७८९०

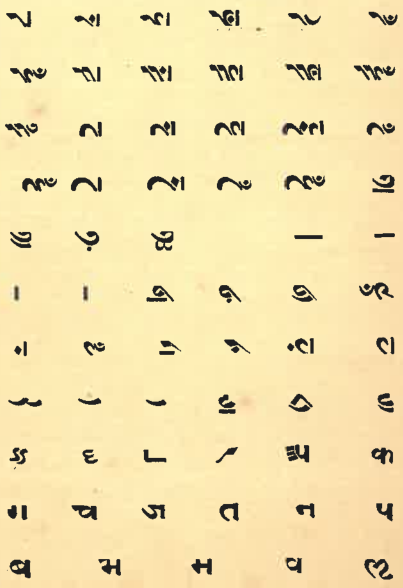
VEDA SWARS

Cast on Quarter Body

VEDA SWARS can be had in the following Marathi and Nagari Fonts: Condensed Black No. 1 Great Primer, New Style Black No. 1 Pica, Two Line Long Primer and New Style No. 2 English.



NEW STYLE BLACK TWO LINE LONG PRIMER



NAGARI MISCELLANEOUS AUXILIARIES

NAGARI SIGNS AND MARKS

TWO LINE ENGLISH — 2 lbs font

+ − × ÷ =

TWO LINE PICA — 1½ lb font

+ − × ÷ =

22-POINT — 1½ lb font

+ − × ÷ =

TWO LINE LONG PRIMER — 2 lbs font

+ − × ÷ =

GREAT PRIMER BLACK — 4 lbs font

+ − × ÷ =

GREAT PRIMER — 4 lbs font

+ − × ÷ = ·|· †
‡ ¶ § < ! ! ? ?

ENGLISH BLACK — 2 lbs font

+ − × ÷ =

ENGLISH — 2 lbs font

+ − × ÷ =

PICA BLACK — 4 lbs font

+ − × ÷ = †

PICA — 4 lbs font

+ − × ÷ = ° / % † ‡
§ ‖ ¶ ′ ″ ❀ < · ∴
√ ✠ ● ❙ █ + †

SMALL PICA

3 lbs font

+ − × ÷ = % † ‡
‖ ¶ § ′ ″ ∴ <

LONG PRIMER

2 lbs font

+ − × ÷ = ● ○ ☽ ◡

NAGARI DEGREE FIGURES

Cast on Quarter Body

TWO LINE LONG PRIMER DEGREE FIGURES

2 lbs font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

GREAT PRIMER BLACK DEGREE FIGURES

2 lbs font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

GREAT PRIMER DEGREE FIGURES

2 lbs font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

16-POINT DEGREE FIGURES

2 lbs font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

ENGLISH DEGREE FIGURES

1½ lb font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

PICA DEGREE FIGURES

1½ lb font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

LONG PRIMER DEGREE FIGURES

1½ lb font

अं १ २ ३ ४ ५ ६ ७ ८ ९ ०

NAGARI MISCELLANEOUS AUXILIARIES

NAGARI PIECE FRACTIONS

Cast on Half Body

GREAT PRIMER PIECE FRACTIONS

3 lbs font

$\frac{१}{२}$ १२३४५६७८९० — १२३४५६७८९० $\frac{१}{२}$

५ ६ ६ ८ — — ८ ६ ५ ६

PICA PIECE FRACTIONS

3 lbs font

$\frac{१}{२}$ १२३४५६७८९० — १२३४५६७८९० $\frac{१}{२}$

५ ६ ६ ८ ८ ६ ५ ६

LONG PRIMER PIECE FRACTIONS

2 lbs font

$\frac{१}{२}$ १२३४५६७८९० — १२३४५६७८९० $\frac{१}{२}$

५ ६ ८ ५ ६ ८

NAGARI SUPERIOR FIGURES

Cast on Full Body

GREAT PRIMER SUPERIOR FIGURES

2 lbs font

$अ^{१}$ १ २ ३ ४ ५ ६ ७ ८ ९ ०

ENGLISH SUPERIOR FIGURES

2 lbs font

$अ^{१}$ १ २ ३ ४ ५ ६ ७ ८ ९ ०

PICA SUPERIOR FIGURES

2 lbs font

$अ^{१}$ १ २ ३ ४ ५ ६ ७ ८ ९ ०

GUJARATI MISCELLANEOUS AUXILIARIES

GUJARATI DOTTED LETTERS

OLD STYLE BLACK PICA

ખ઼ ધ઼ જ઼ જ઼ ઝ઼ ઝ઼ ત઼

OLD STYLE NO. 1 PICA

અ઼ ક઼ ખ઼ જ઼ જ઼ જ઼ ઞ઼ ઝ઼ ડ઼

GUJARATI LONG & SHORT VELANTIES

OLD STYLE NO. 1 PICA

િ ી િ ી

OLD STYLE NO. 2 PICA

િ ી િ ી

OLD STYLE NO. 2 ENGLISH

િ ી િ ી

GREAT PRIMER

GUJARATI PIECE FRACTIONS

Cost on Half Body

PICA PIECE FRACTIONS

3 lbs font

$\frac{૧}{૨}$ ૧૨૩૪૫૬૭૮૯૦ — ૧૨૩૪૫૬૭૮૯૦ $\frac{૧}{૨}$

SMALL PICA PIECE FRACTIONS

2½ lbs font

$\frac{૧}{૨}$ ૧૨૩૪૫૬૭૮૯૦ — ૧૨૩૪૫૬૭૮૯૦ $\frac{૧}{૨}$

LONG PRIMER PIECE FRACTIONS

2 lbs font

$\frac{૧}{૨}$ ૧૨૩૪૫૬૭૮૯૦ — ૧૨૩૪૫૬૭૮૯૦ $\frac{૧}{૨}$

For prices see separate list

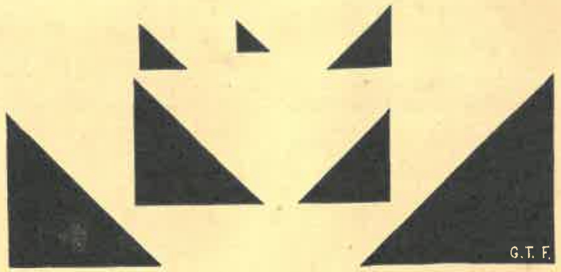
PRINTERS' MATERIALS

ADHESIVE

Adhesive for securely sticking the printing surface on wood. It can be had in small packets at ans. 8 per packet.

ANGULAR QUADS

These Quads, introduced by us, are for setting rules and lines at an angle. They save a lot of printers' time in composition. They are of usual quad height and are cast on 12, 18, 24, 36, 48, 60 and 72 point. These are available separately, if required. Prices on application. An assorted font can be had at Rs. 10/- only.

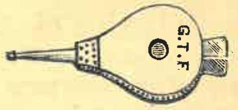


ANTIMONY

We sell best refined Antimony 99·5 to 99·7% pure. Many Indian Printers and Type Founders indent this standard quality from us. Price on application.

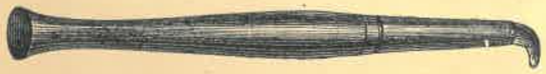
BELLOWS

8-inches	Rs. 4/8
10-inches	Rs. 5/8
12-inches	Rs. 6/12

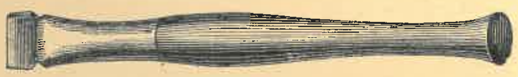


BINDERS' MATERIALS

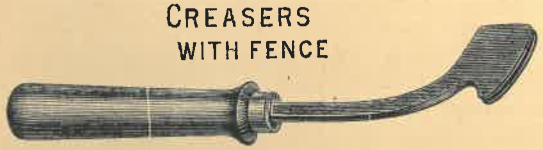
TOOTH AGATE



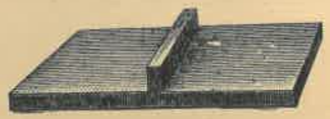
FLAT AGATE



CREASERS WITH FENCE



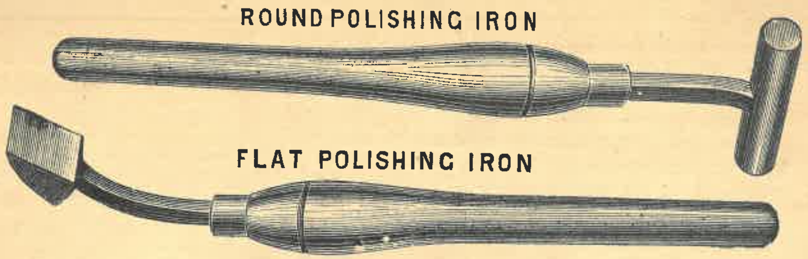
KNOCKING DOWN IRON



Backing Hammer	Rs. 2/8
Flat Agate	Rs. 10/-
,, large size	Rs. 12/8
Tooth Agate	Rs. 10/-
Creasers with Fence	Rs. 4/8
Knocking-down Iron.	Rs. 4/-
Polishing Iron (Flat)	Rs. 6/-
,, (Round)	Rs. 6/-
Steel Punch	Re. 1/12
Fillets—Plain Lines, each	Rs. 8/-
Fillets—Border Lines, each	Rs. 12/8
Pallets—Plain Lines, each	Rs. 6/8
Pallets—Border Lines, each	Rs. 10/-

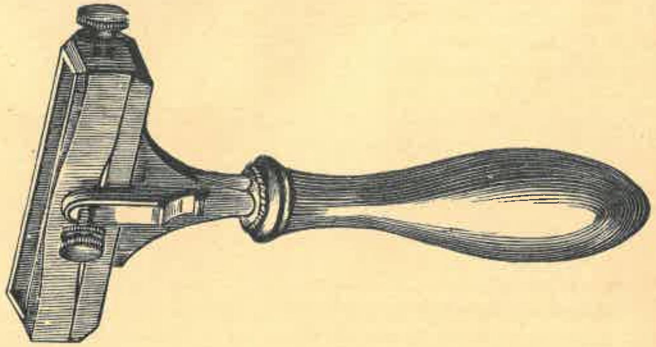
Prices for other Book Binders' sundries on application.

ROUND POLISHING IRON



FLAT POLISHING IRON

BINDERS' TYPE HOLDERS



Binders' Sticks to hold Brass or Lead Types.

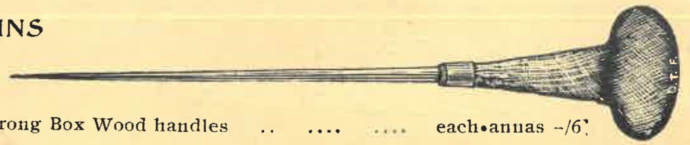
3 inches	Rs. 7/8
4 inches	Rs. 10/-
5 inches	Rs. 12/8

Other sizes made to order.

BLANKET

Very fine all wool Blankets, 27, 32 and 54 inches width, can be had for cylinder and treadle machines and other presses. Prices on application.

BODKINS



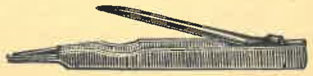
In strong Box Wood handles .. .. each annas -/6

BODKINS AND TWEEZERS

Nickel-plated Bodkin and Tweezer combined with a ring, in leather case each Rs. 2/8

Smooth-back Nickel-plated Tweezer with a ring, each Re. 1/4

Ordinary Tweezers (Pinches) each, ans -/12



G.T.F.

BOOKS

Books on Printing, Composing, Proof-reading, Binding, Halftone Block Making and other allied subjects for daily use and reference in a Press office, supplied to order.

BOOKS ON JOURNALISM

Course in Journalistic Writing by Hyde	10	0
Editorial by Flint	10	0
Editing the Day's News by Bastian	10	0
Editorial English by Arnold Levitas	10	0
Editorial Writing by M. Lyle Spencer	9	0
Hand Book for Newspaper Workers by Hyde	8	0
How to Write Special Feature Articles by Bleyer	10	0
Newspaper Editing by Hyde	10	0
Newspaper Reporting and Correspondence by Hyde	10	0
Newspaper Writing and Editing by Bleyer	9	0
Practical Journalism by Shuman	9	0
Practice of Journalism by William and Martin	9	0
Principal and Practice of Newspaper Make-up by Naylor	4	0
Profession of Journalism by Bleyer	9	0
Types of News Writing by Bleyer	10	0

BOOKS ON PRINTING

Alteration & Extras on Printing Jobs	0	8
American Hand Book of Printing	12	0
Applied Print Shop Mathematics	2	8
Art of Book-Binding	7	0
Blocks for Printing	3	8
Composition	10	0
Commercial Engraving & Printing by C. W. Hackleman (a latest book of commercial illustrating.)	55	0
Compositors Guide and Pocket Book	1	0
Correct Composition	14	0
Display Work	2	8
Electrotype Making	1	4
Elementary Laws of Advertising	8	0
Embossing and How it is Done	1	8
Embossing, Blocking and Die Stamping	3	0
English of Paper-Making	6	0
Estimating for Printers	5	12
Federation Printers' Cost-Finding & Accountancy System	10	0
Gilt Edging, Marbling and Hand Tooling	6	0
Half Tone Engravings and their Uses	1	0
Hints and Wrinkles	4	4
History of Composing Machines	12	4
How to Advertise Printing	9	0
How to Know Values in Electrotypes	1	8
How Paper Boxes are Made	8	0
How to Find Cost in Printing	10	0
Imposition	6	0
Letter-press Printer	2	8
Making Ready on Platen Presses	5	0
Making Type Work	4	12
Modern Book Composition	12	0
Modern Printing, Vols. I and II per Vol.	10	0
Office Organisation for Printers	7	0
Offset Process	2	0
On Type Faces	25	0
Photo, Litho and Offset Printing	10	0
Plain Printing Type	10	8
Plate Printing and Die Stamping	3	8
Platen Press Work	1	8
Practical Apprenticeship for Printers	12	0
Practical Hints on Presswork	5	0
Practical Notes on Stereo-Typing	3	12
Practical Printing by Sherman	10	0

Practical Printing, Vols. I and II by John Southward	per Vol.	10	0
Practical Text Book of Lithography		10	0
Practice of Presswork		10	0
Press Works		10	0
Price Book		8	0
Printers' Arithmetic		4	0
Printing		9	0
Printing for Profit		12	0
Printing Ink		12	8
Printing Occupation		4	8
Proof Reading and Punctuation		5	0
Printing and Typography for Beginners		8	8
Printing Estimator's Red Book		20	0
Questions and Answers in Typography		1	8
Some Notes on Books and Printing		8	0
Stereotyping and Electrotyping		8	0
Title Pages		12	0
Type Designs in Colour		4	8
What a Compositor Should Know		3	8
World's Greatest News-Paper—The Chicago Tribune		12	0

NEW BOOKS OF PORTE PUBLISHING COMPANY

Practical Cost System	6	0
How to Figure Costs	6	0
Estimating Hints for Printing	6	0
How and What to Write as News	6	0

PUBLICATIONS OF THE TYPOGRAPHIC LIBRARY

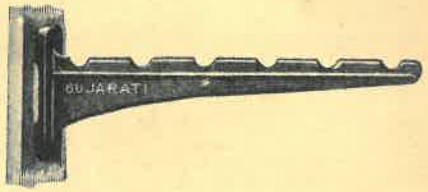
Vol. No.			
1	Type	7	0
2	Compositors' Tools and Materials	7	0
3	Type Cases, Composing Room Furniture	7	0
4	Imposing Tables and Lock-up Appliances	7	0
5	Proof Presses	6	2
6	Platen Printing Presses	8	3
7	Cylinder Printing Presses	8	3
8	Power for Machinery in Printing Houses	7	0
10	Paper Cutting Machines	9	6
11	Printers' Rollers	7	0
12	Printing Inks	9	6
13	How Paper is Made	9	6
15	Electrotyping and Stereotyping	10	3
16	Typesetting	12	4
17	Printers' Proofs	8	3
18	First Steps in Job Composition	8	3
20	Book Composition	20	6
21	Tabular Composition	6	2
22	Applied Arithmetic	8	3
24	Locking Formes for the Job Press	8	3
25	Preparing Formes for the Cylinder Press	8	3
28	Pressroom Hints and Helps	10	3
29	Reproductive Processes of the Graphic Arts	10	3
30	Pamphlet Binding	9	6
32	Word Study and English Grammar	9	6
33	Punctuation	8	3
34	Capitals	7	0
35	Division of Words	7	0
36	Compound Words	6	2
37	Abbreviations and Signs	8	3
38	The Uses of Italic	6	2
39	Proof Reading	8	3
40	Preparation of Printers' Copy	6	2
43	Applied Design for Printers	9	6
49	Books before Typography	8	3
50	The Invention of Typography	8	3
51	History of Printing—Part I	8	3
52	History of Printing—Part II	11	0
53	Printing in England	10	3
54	Printing in America	11	0
55	Type and Presses in America	8	3

BRACKETS

Roller Brackets for holding 6 rollers, about 2 inches in diameter, per pair Rs. 4/14.

Galley Brackets (ordinary), per pair Rs. 4/8

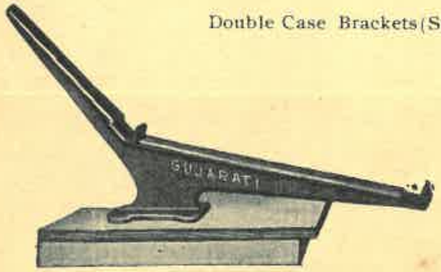
Galley Brackets with moveable sockets per pair Rs. 8/4.



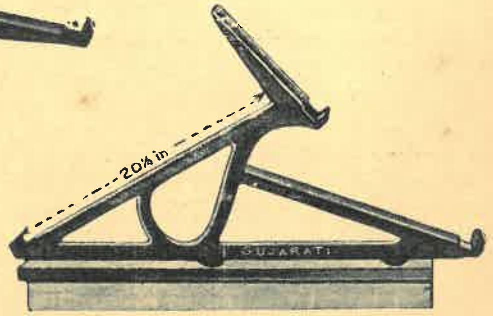
ROLLER BRACKETS.

CASE BRACKETS

Double Case Brackets (Style B), per pair .. .. Rs. 10/-



STYLE B.



STYLE A

Gujarati's Improved Case Brackets and Galley Holder.—These brackets have been specially designed to combine lightness and strength as well as to overcome the serious drawbacks other styles of *case brackets* have, on the market. Accidental "tilting" is rendered *impossible*. (Style A) Per pair Rs. 12/12.

BRASS LABEL HOLDERS

The label holders improve the appearance of the office or press cabinets, racks etc; they obviate all liability of the labels dropping off; they facilitate proper arrangement. Price per hundred Rs. 12/8

BRASS NEWSPAPER HEADINGS

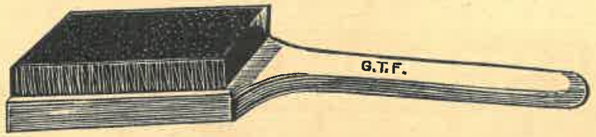
Newspaper headings, names of books and monograms are engraved in brass or steel or lead for printing and embossing. Prices on application.

BRASS TYPES

Specimen of Brass Type Faces is shown separately.

BRUSHES

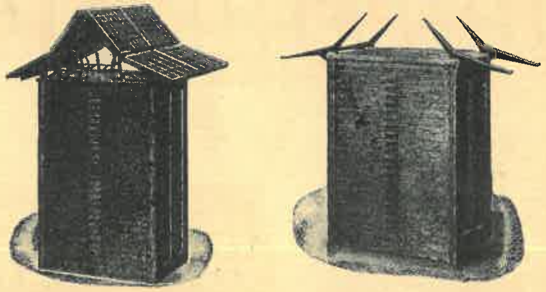
A large variety of brushes for various purposes .. .. Price Re. 1/4 to Rs. 10 each.



Stereo Brush with polished handle .. .. Rs. 9 each.

CABINETS

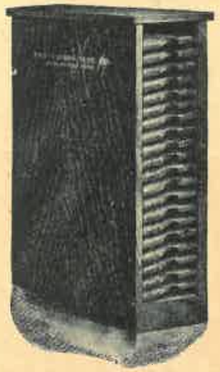
DUST PROOF CABINETS



Dust is the enemy of type faces. It should be avoided in all cases. We supply Dust-Proof Cabinets which compactly hold a greater number of cases. Where rents are high and space is limited, we specially recommend the use of these cabinets. There is at least a saving of twenty-five per cent in space in the smaller sizes, but the full size cabinets save enormous space. A cabinet is not a luxury but a necessity. They also improve the appearance of the composing room. Price, Rs. 125 and upwards.

GUJARATI GALLEY CABINETS

Every printer, who uses our Galley Cabinets, at once realizes their value and how they economise space, and save time and labour. The flat top Cabinets are constructed with flat sides and the shelves are grooved into the upright divisions. We make all our Galley Cabinets from thoroughly seasoned teakwood as no other wood is hard and strong enough to bear an immense weight of loaded Galleys. Prices on application.



CASES

We make New India Cases in the following sizes also:–

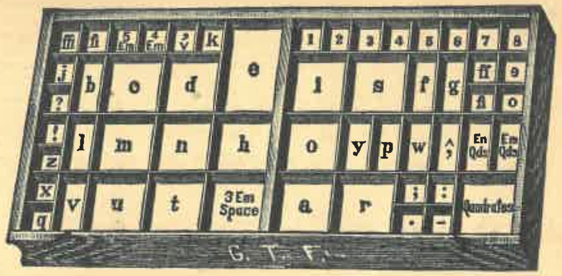
Full size	....	....	....	....32¼×16⅝ inches
¾ size	....	....	....	....26½×16⅝ inches
⅔ size	....	....	....	....21¾×16⅝ inches

Unless specified, we usually send full-size cases.

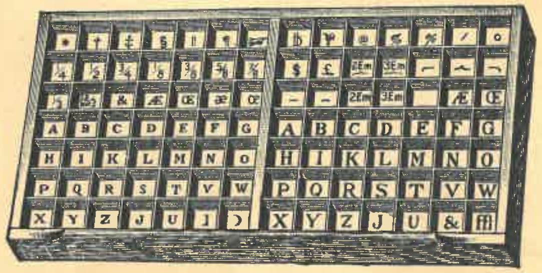
A "pair of cases" means one lower case and one upper case.

We mention here a few of the standard and commonly used cases.

Lower Case—This is the most commonly known style. Every printer is well conversant with this style of Lower Case. Price on application.



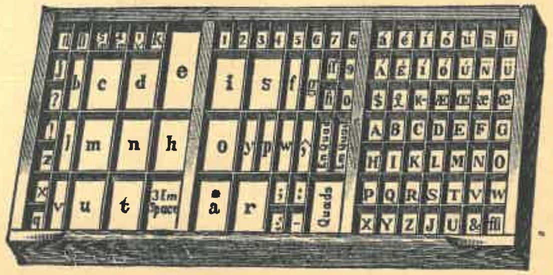
Lower Case



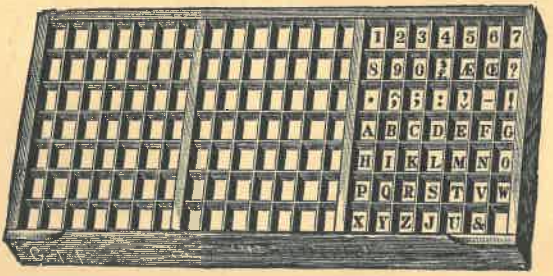
Cap Case

Cap Case—This is the old standard and very commonly used Cap Case. It has no scientific lay out, but it is still the most commonly approved style. All sockets in this case are of same size. Price on application.

Italic or Job Case—This is the old standard Job Case, very commonly used. Price on application.

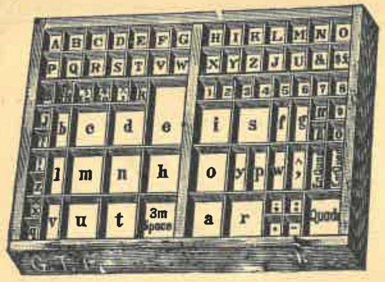


Italic or Job Case



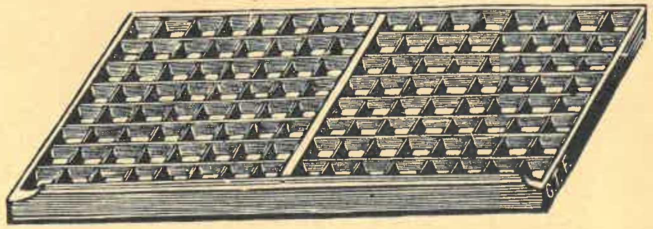
Triple or Heading Case

Triple or Heading Case—This is a most useful and popular Job Case. It can hold three fonts of caps, figures and points. The arrangement of sockets is the same as a cap case. Price on application.


A B C D E F G H I K L M N O
P Q R S T V W X Y Z J U &
b c d e i s f
l m n h o y p w
v u t 3m Space a r Quads
G.T.F.

Italic Job Case Two Third size—Though the size is reduced the new model has still sufficient space to compactly hold capital and lower case types. The new model cases are also used in our standard cabinets Price Rs. 4/8 each.

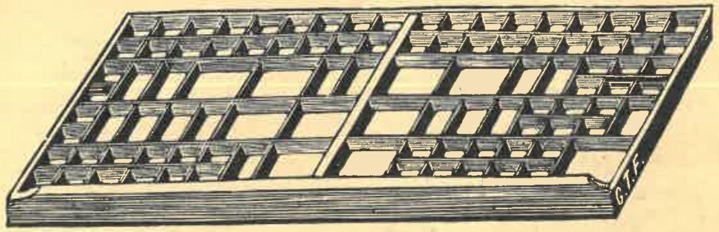
Italic Job Case Two Third Size



नागरी अपर केस

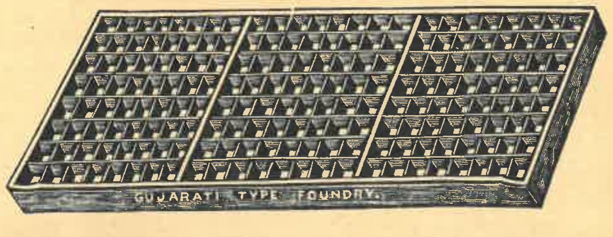
Nagari and Gujarati Cases—Lower Case has 99 and Upper Case has 128 sockets. These Cases are very convenient for every day use, and hence are very popular with the printers in India. Size of each case is 36×16 inches. Prices on application.

The above Nagari Upper Case is also used for Marathi, Nagari, Jaini and Gujarati Types.



नागरी लोअर केस

The above Nagari Lower Case can be used for Marathi, Nagari, Jaini and Gujarati Types.


GUJARATI TYPE FOUNDRY.

नागरी इम्प्रुव्ड अपर केस
Improved Upper Case for Akhand Hindi and Marathi Types

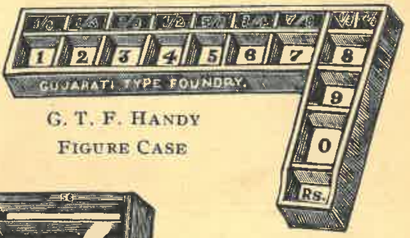
New Model Nagari Improved Upper Case—As the printers have appreciated and used with satisfaction our improved Akhand types, we have prepared a large number of Akhand letters. These types, therefore, require special cases to hold them.

To accomodate these extra Akhand letters we have added as many as 64 more sockets in our improved new model Nagari Upper Case. It, hence, enables the printer to handle each such type with ease When ordering pairs of these improved cases please clearly mention 'IMPROVED MODEL' to avoid errors. Price on application.

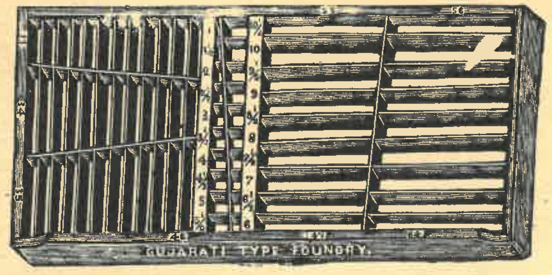
Sindhi Cases—Upper Case has 128 and Lower 120 sockets. Size 36×16 in. Price on application.

Cases for different languages—Cases for Tamil, Telugu, Canarese, Malayam, Bengali, Gurumukhi, Hebrew and Urdu can be supplied to order. Prices on application.

G. T. F. Handy Figure Case—With compartments for all figures, rupee mark and fractions. Length, 17 inches; width, at narrow end, 3 inches. Price, each Rs. 4/8


1 2 3 4 5 6 7 8 9 0 Rs.
GUJARATI TYPE FOUNDRY.

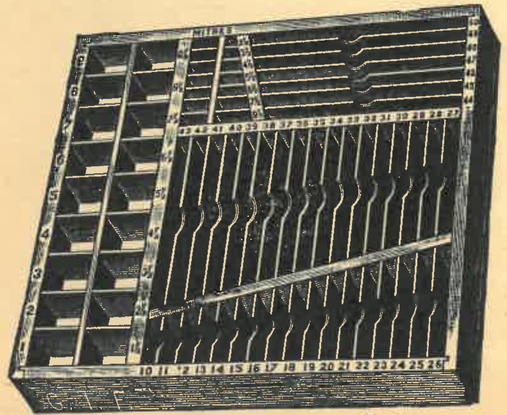
G. T. F. Handy Figure Case


GUJARATI TYPE FOUNDRY.

Full-size Rule Case

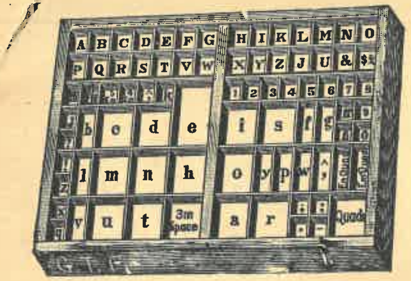
Full-size Rule Case—This is a very popular Gujarati full size Brass Rule Case, designed by the Gujarati Type Foundry, to promptly meet the demand for heavy work. It has the capacity to hold cut rules from 4 to 10½ ems rising by ens and subsequent measures upto 60 ems by ems. This style is now in general use in hundreds of printing presses throughout India. Price, Rs. 7/8 each.

Quarter-Size Rule Cases—Four Quarter-size Rule Cases fit into one full size blank case and will hold 64 lbs. in all of 1½ point brass rule, each quarter size holding 16 lbs. A font of plain rule hardly exceeds 12 lbs. and the Dotted Rules used even in large offices weigh about 10 lbs. There is, hence, ample room for a large quantity of the smallest length brass rules. It is most convenient to take a Quarter-size Rule Case to the Case Stand. These Cases are most economical, efficient and satisfactory. The saving in time and space and in prolonging the life of the high priced Brass Rules by always keeping the face up, have made these Cases popular amongst shrewd printers. If the printer wants to save time, labour and money, it is best for him to keep ready labour-saving fonts of Brass Rules in Quarter-size Rule Cases, rather than to allow compositors to cut rules of any length at any time.



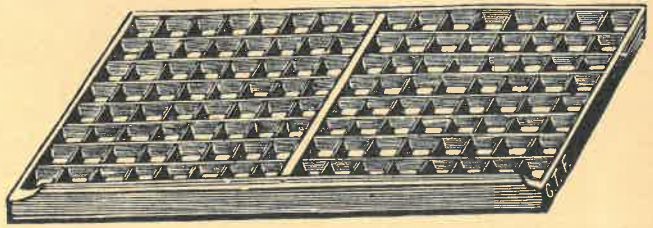
No. 5 Half-size Rule Case

No. 5—Half-size Gujarati Rule Case is most popular in large offices. Two of these cases fit in a full-size blank case. Size 14¾×15¼ inches. Its capacity is 32 lbs. and it accommodates length from 1 to 50 ems, varying by ens from 1 to 10 ems and by ems from 10 to 50 ems. The walls and partitions are a little higher than type high, so anything laid on the Case will not touch the face of the Rule. The compartments being narrow, the rule can not get wedged or fall flat. It is easy to take out rules on account of low cross divisions. Price, each .. .. Rs. 10/-



ITALIC JOB CASE TWO THIRD SIZE

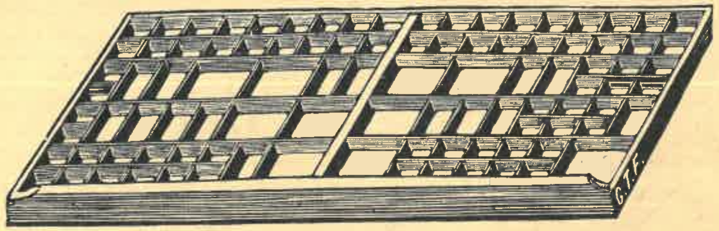
Italic Job Case Two Third size—Though the size is reduced the new model has still sufficient space to compactly hold capital and lower case types. The new model cases are also used in our standard cabinets Price Rs. 4/8 each.



नागरी अपर केस

Nagari and Gujarati Cases—Lower Case has 99 and Upper Case has 128 sockets. These Cases are very convenient for every day use, and hence are very popular with the printers in India. Size of each case is 36×16 inches. Prices on application.

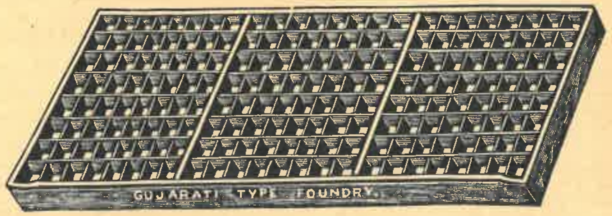
The above Nagari Upper Case is also used for Marathi, Nagari, Jaini and Gujarati Types.



नागरी लोअर केस

The above Nagari Lower Case can be used for Marathi, Nagari, Jaini and Gujarati Types.

New Model Nagari Improved Upper Case—As the printers have appreciated and used with satisfaction our improved Akhand types, we have prepared a large number of Akhand letters. These types, therefore, require special cases to hold them. To accomodate these extra Akhand letters we have added as many as 64 more sockets in our improved new model Nagari Upper Case. It, hence, enables the printer to handle each such type with ease When ordering pairs of these improved cases please clearly mention 'IMPROVED MODEL,' to avoid errors. Price on application.

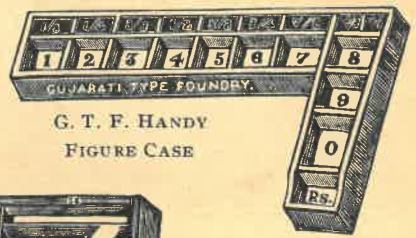

GUJARATI TYPE FOUNDRY.

नागरी इम्प्रुव्ड अपर केस
IMPROVED UPPER CASE for Akhand Hindi and Marathi Types

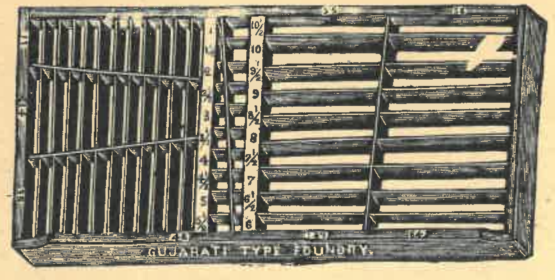
Sindhi Cases—Upper Case has 128 and Lower 120 sockets. Size 36×16 in. Price on application.

Cases for different languages—Cases for Tamil, Telugu, Canarese, Malayam, Bengali, Gurumukhi, Hebrew and Urdu can be supplied to order. Prices on application.

G. T. F. Handy Figure Case—With compartments for all figures, rupee mark and fractions. Length, 17 inches; width, at narrow end, 3 inches. Price, each Rs. 4/8



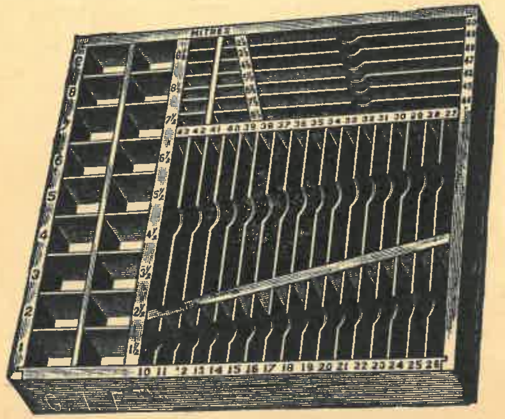
G. T. F. HANDY FIGURE CASE


GUJARATI TYPE FOUNDRY.

FULL-SIZE RULE CASE

Full-size Rule Case—This is a very popular Gujarati full size Brass Rule Case, designed by the Gujarati Type Foundry, to promptly meet the demand for heavy work. It has the capacity to hold cut rules from 4 to 10½ ems rising by ens and subsequent measures upto 60 ems by ems. This style is now in general use in hundreds of printing presses throughout India. Price, Rs. 7/8 each.

Quarter-Size Rule Cases—Four Quarter-size Rule Cases fit into one full size blank case and will hold 64 lbs. in all of 1½ point brass rule, each quarter size holding 16 lbs. A font of plain rule hardly exceeds 12 lbs. and the Dotted Rules used even in large offices weigh about 10 lbs. There is, hence, ample room for a large quantity of the smallest length brass rules. It is most convenient to take a Quarter-size Rule Case to the Case Stand. These Cases are most economical, efficient and satisfactory. The saving in time and space and in prolonging the life of the high priced Brass Rules by always keeping the face up, have made these Cases popular amongst shrewd printers. If the printer wants to save time, labour and money, it is best for him to keep ready labour-saving fonts of Brass Rules in Quarter-size Rule Cases, rather than to allow compositors to cut rules of any length at any time.

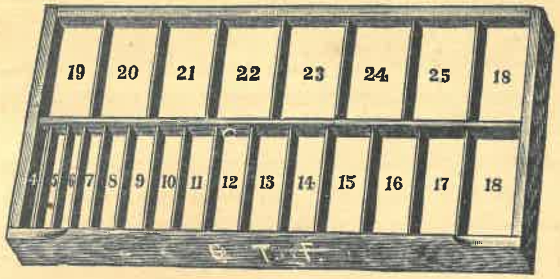


No. 5 HALF-SIZE RULE CASE

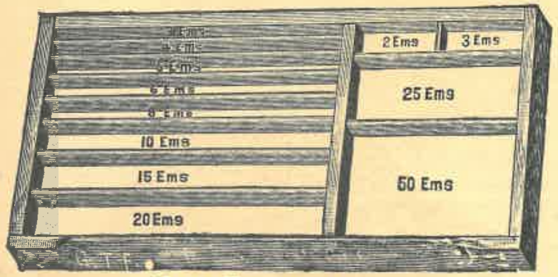
No. 5—Half-size Gujarati Rule Case is most popular in large offices. Two of these cases fit in a full-size blank case. Size 14¾×15¼ inches. Its capacity is 32 lbs. and it accommodates length from 1 to 50 ems, varying by ens from 1 to 10 ems and by ems from 10 to 50 ems. The walls and partitions are a little higher than type high, so anything laid on the Case will not touch the face of the Rule. The compartments being narrow, the rule can not get wedged or fall flat. It is easy to take out rules on account of low cross divisions. Price, each .. .. Rs. 10/-

Brass Rule Box—Our polished Brass Rule Box with a strong cover holds cut brass rules from ½ em to 36 ems. Same construction as quarter-size rule case No. 2. Price each Rs. 8/-.

Lead and Slug Case—It holds a great quantity of Leads and Slugs which can be stacked two tiers deep. It can be had in double the depth, if desired, at extra cost. Price for usual case, each Rs. 4/8.



LEAD AND SLUG CASE



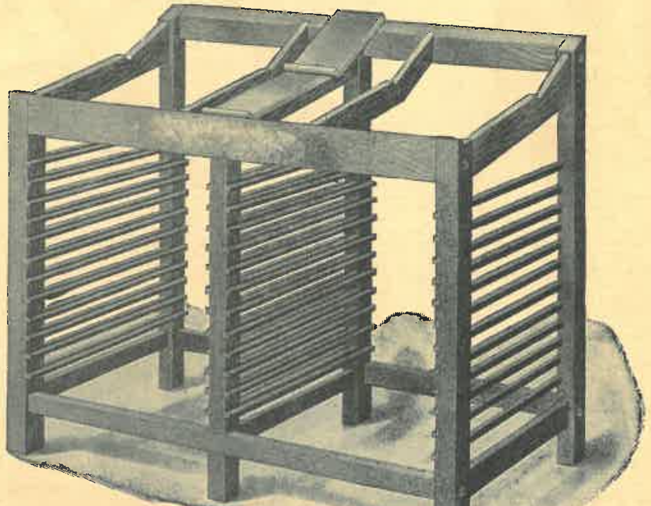
METAL FURNITURE CASE

Metal Furniture Case—Compartments for each length as shown. Furnished in single or double depth, the latter at extra cost. A single depth case will take two tiers of furniture. A double depth three. Price, each .. .. Rs. 4/8.

Border Case .. .. Rs. 5/-
Poster Type Case, Rs. 4/8

CASE STANDS & RACKS

There is not much marked difference between a steel run Type Cabinet and a steel run Type Case Stand or Rack, except that the former has a closed back and sides and a galley dump in the front. We would advise a printer to buy a steel run Type Cabinet complete with type cases rather than to buy a steel run Type Case Stand.

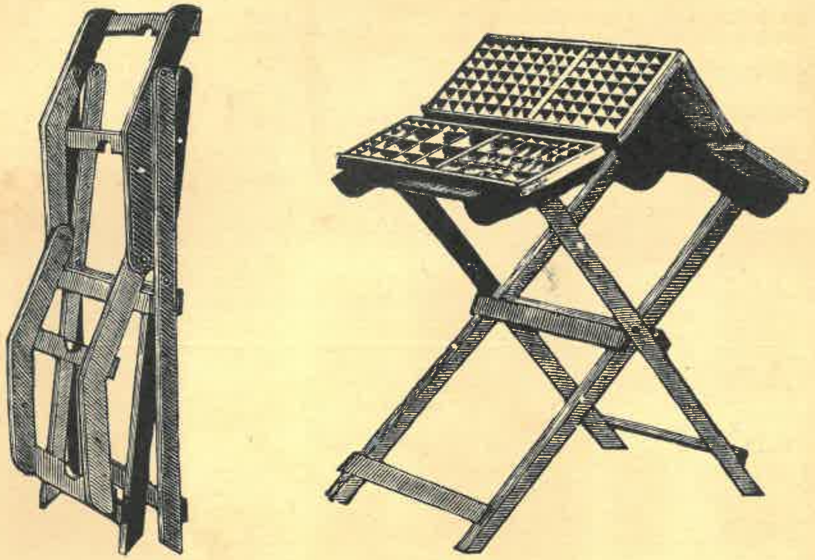


GUJARATI CASE STAND NO. 30

Uptil now all the Cabinets, Racks and Stands had *Wood Runs nailed to the posts*. It did not give strength to the Cabinets, Racks or Stands but shortened their life, and it often times happened that the nail getting rusty, allowed the case to go down causing injury and waste of time and money. To remove all these troubles we **have the Wood Runs mortised and then nailed into the posts** giving them double strength. Unless specified we supply all the Cabinets, Racks and Stands made on this new system. The Racks and Stands are made from selected teak wood and are joined together with bolts and screws. Hundreds of our Improved Case Stands are in daily use and have given entire satisfaction. They have greater Case capacity than the old style case racks and stands.

No. 30—Gujarati Case Stand has several valuable advantages over the ordinary stands, which warrants the slight higher cost. The construction of the top of the stand brings the cap case much nearer the compositor, who sets caps with greater ease than from the old style stand. Under the Lower Case, which can be pushed back, there is a shift to hold a Galley; this permits the compostior to empty his stick on the Galley without leaving the stand. If desired, these stands, can be closed from the back and sides at a little extra cost and thus protect the cases from dirt and dust. It holds 30 cases. Price, each Rs. 50

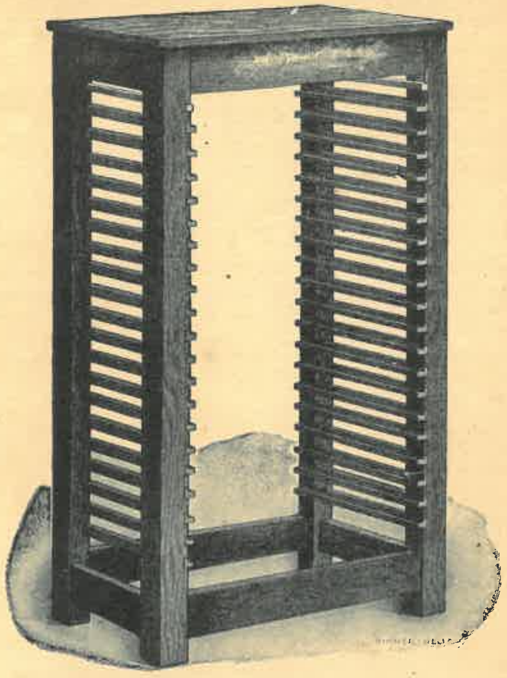
Folding Stand—For quick urgent work you have to employ extra compositors; but where could they compose if there are not sufficient stands to put their loaded cases? For such emergencies we supply you Folding Stands which can be used by two compositors on each side at a time. These are made of best teak wood. When they are not in use, they can be hung on a nail in a folding condition. Each stand is very light in weight. No printing house should be without a Compositors' Folding Stand. Price, each Rs. 35/-



Ordinary Composing Stands.	With racks. Double	With racks. Single	Without racks. Double	Without racks. Single
	Rs.	Rs.	Rs.	Rs.
Nagari, Marathi, Gujarati or English Composing Stands made of teakwood	25	20	20	15

No.	Description.	Plain, as illustrated: per rack Rs.	Closed back and sides: per rack Rs.
2	Single Case Rack, to hold 12 full-size cases	20	30
5	Single Case Rack, to hold 24 full-size cases	32	48
6	Single Case Rack, to hold 30 full-size cases	45	65

Ordinary Case Rack to hold 24 Cases, either for English Nagari, Gujarati or Urdu types. Price, each .. .. .. Rs. 25.-

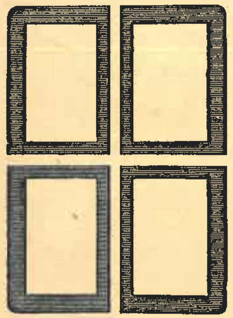


GUJARATI CASE RACK

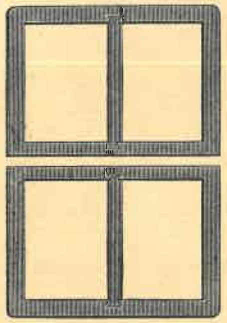
CHASES

Chases can be supplied to any special sizes for which prices will be quoted.

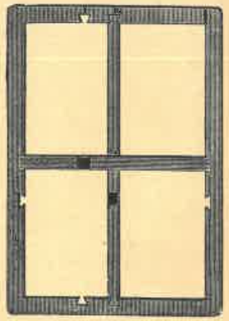
When ordering be careful to send correct dimensions *inside as well as outside.*



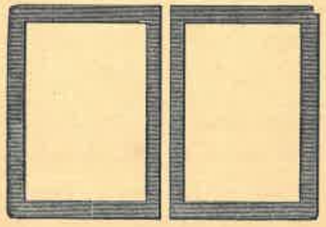
Quadruple Chases



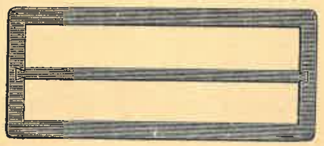
Quarts. Chases for News papers, with Cross Bars



Book Chases with Movable Cross Bars



Folio Chase for Newspapers



Heading Chase with Cross Bars

Our Steel Chases are stronger than Wrought Iron by nearly 50% and are hence very popular.

STEEL BOOK CHASES

Accurately Machined All Over.
Dovetails and Slots Machine Cut.
Prices of all Chases upon application.

All sizes up to and including Double Royal, Cut for 8vo. and 12mo. Larger Sizes, 8vo. only.

Size.	Inside Measure.	Size.	Inside Measure.
Foolscap	19×15 in.	Double Crown	32×21½ in.
Crown	21×17 in.	Double Demy	36×24 in.
Demy	24×19 in.	Double Royal	41×26 in.
Royal	26×20½ in.	Quad Foolscap	35×28 in.
Super Royal	28×21 in.	Quad Crown	41×31 in.
Double Foolscap	29×19 in.	Quad Demy	46×36 in.

STEEL JOBBING CHASES

Size.	Inside Measure.	Size.	Inside Measure.
Royal Folio	20½×13 in.	Crown Quarto	10½×8½ in.
Demy Folio	19 ×12 in.	Foolscap Quarto..	9½×7½ in.
Crown Folio	17 ×10½ in.	Royal Octavo	10 ×6½ in.
Foolscap Folio..	15 × 9½ in.	Demy Octavo	9 ×6 in.
Royal Quarto	13 ×10½ in.	Crown Octavo	8½×5½ in.
Demy Quarto	12 × 9 in.	Card..	6 ×4½ in.

FOLDING CHASES FOR NEWSPAPERS

Dovetails and Slots Machine Cut.

Double Royal, 41×25 in. inside, 1¼ in. Rims, ⅝ in. high, ¾ in. Fold, ¾ in. Short Cross, 2 to lay together to form Quad Royal.

Double Demy, 36×23 in. inside, 1⅛ in. Rims, ⅝ in. high, ¾ in. Fold, ¾ in. Short Cross, 2 to lay together to form Quad Demy.

Double Crown, 31¼×20¼ in. inside, 1 in. Rims, ⅝ in. high, ⅝ in. Fold, ¾ in. Short Cross, 2 to lay together to form Quad Crown.

Double Foolscap, 29×18 in. inside, 1 in Rims, ⅝ in. high, ⅝ in. Fold, ¾ in. Short Cross, 2 to lay together to form Quad Foolscap.

Royal, 26×20½ in. inside, 1 in. Rims, ⅝ high, ¾ in. Fold, ¾ in Short Cross, 2 to lay together to form Double Royal.

Demy, 24¼×17¼ in. inside, 1 in. Rims, ⅝ in. high, ⅝ in. Fold, ½ in Short Cross, 2 to lay together to form Double Demy.

STEEL HEADING CHASES

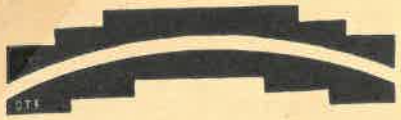
Size.	Inside Measurement.	Size.	Inside Measurement.
Quad Crown	41×6 in.	Royal	26×6 in.
Double Demy	36×6 in.	Demy	24×6 in.
Double Crown	32×6 in.	Crown	21×6 in.
Double Fooolscap	29×6 in.	Foolscap	19×6 in.

STEEL PLATEN MACHINE CHASES

For "Chandler & Price" Machines.		For "Cropper" Machines.	
Size.	Inside Measurement.	Size.	Inside Measurement.
Demy Folio, open	18×12 in.	Demy Folio open..	19×13 in.
Crown ,, ,, ...	15×10 in.	Crown ,, ,, ...	15¼×10 in.
Foolscap,, ,, ...	12× 8 in.	Foolscap ,, ,, ...	13 × 9 in.

N. B.—Platen Chases to suit any make of machine supplied to order.
Apply for prices of chases that are not listed here.

CIRCULAR QUADS



These quads are carefully cast in hard metal and save much time and labour of the compositor.

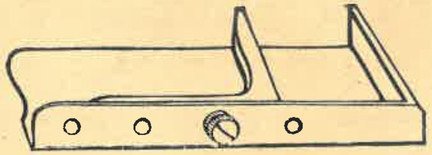
Each font is put up in a packet, containing 4 pieces each of 12 different curves. Each curve is mortised as shown in the cuts. Price per font, Rs. 10/-

COLUMN RULES

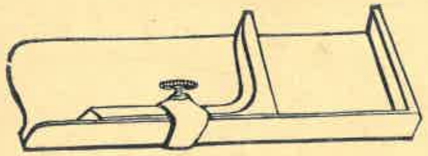
See Brass Rule Section.

COMPOSING STICKS

We supply the American best Steel and German Silver Composing Sticks. They have very accurate angles and are finely finished.



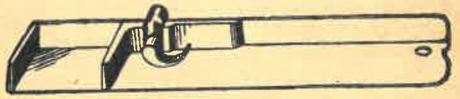
SCREW



YANKEE

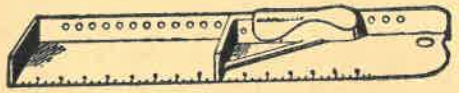
	Yankee or Screw	Buckeye	On Point Measure
6-inches	Rs. 4/-	5/-	7/-
8-inches	Rs. 4/8	5/8	8/-
10-inches	Rs. 5/-	6/-	9/-
12-inches	Rs. 6/-	7/-	10/-
14-inches	Rs. 6/8	7/8	
16-inches	Rs. 7/-	8/-	
18-inches	Rs. 7/8	9/-	
20-inches	Rs. 8/8	10/-	
24-inches	Rs. 10/8	12/-	

BUCKEYE Composing Sticks are now-a-days a great favourite amongst compositors. It has no screw inside or out-side but a buck's eye on which thumb rest very conveniently without the least possible trouble.



BUCKEYE COMPOSING STICK

POINT MEASURE Composing Sticks are graduated and can be set instantly to multiples of 6-point and 12-point. No quads are needed to set it. It is impossible for the knee to slip or spring.



POINT MEASURE COMPOSING STICK

GERMAN-SILVER COMPOSING STICKS—Our best grade German-Silver Composing Sticks are very strong and are also nice in appearance. The notch or latch arrangement permits easy and very accurate adjustments in different measures in a few seconds only. The width is 1½ inches.

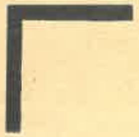
Prices for about 9¾-inches Rs. 5/8; about 11-inches Rs. 6/8; about13¼-inches Rs. 7/-

NICKELLED STICKS can be had at an extra cost of rupee one only.

COMPOSING STICK RACK

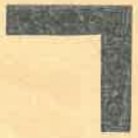
Can be attached to wall or wherever convenient. Holds 12 Sticks of any length. Will last a life time. Price, each Rs. 15/-

CORNER QUADS



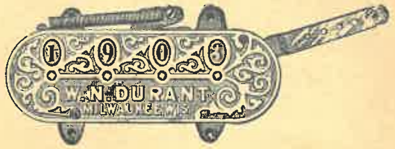
These insure a better junction of mitered brass rule corners by preventing them from slipping past each other.

6-Point per set of four	Re. 1/-
12-Point per set of four	Re. 1/8



COUNTING MACHINES

No. 1, counts 9999	Rs. 45/-
No. 2, counts 99999	Rs. 55/-
No. 3, counts 999999	Rs. 70/-

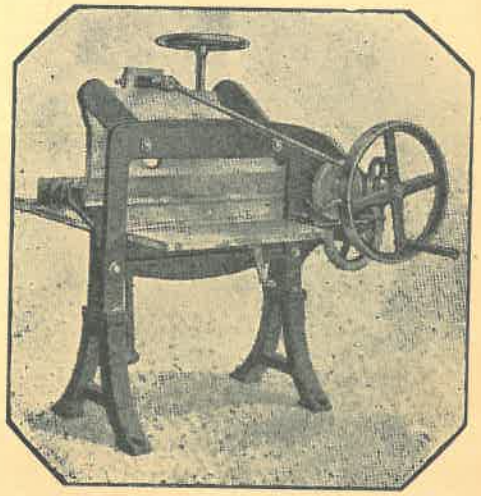


CUTTING MACHINES

These Cutters have been considerably improved and remodelled, and we can confidently recommend them to printers requiring a strong and accurate machine at moderate cost. These are, without doubt, **the best and cheapest Hand-Power Guillotine Cutters on the market.** The frame sides are massive and very securely fixed to the table and cross-head. The table is in one piece, and is further supported under the cut. Steel is used in the working parts. Best quality knives only are used. The knife and fence are easily adjusted. The whole machine is well joined and stayed. **The cut is clean and accurate, without steps or fraying,** and the whole operation is performed without any noise, jar or rattle.

These Cutting Machines have **precision knife-guides,** diagonal cutting motion, and automatic stop (after each cut). **Easily adjusted knife holder,** for wear of knife, Double gearing. Adjustable table to avoid over or under-cut. New special arrangement of slots in knife holder **making protectors for same unnecessary.** Open construction **allows easy cleaning and greasing.** On machines fitted for power drive, an **improved adjustable friction-clutch ensures an easy start.**

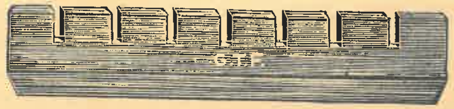
Complete with two Knives, Iron Back and Front Tables, Cutting Sticks and Spanner.



HAND-POWER GUILLOTINE PAPER CUTTER.

Size 20, 24, 28, and 32¼ inches. Prices on application.
Power drive appliances and spare Knives can be had at extra cost.
28 and 32 inch. size machines with hand and power drive are kept in stock.

Cutting Machines' **Blunt Knives** are carefully resharpened at a very moderate charge.

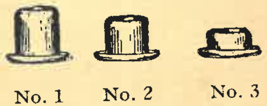


ENGRAVING PLATES, WOOD AND TOOLS

Prices on application.

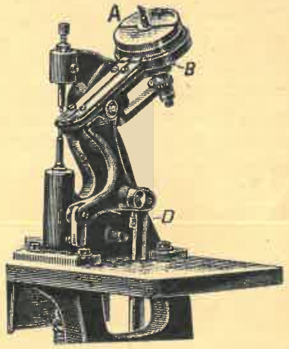
EYELET FASTENER

It is a necessary article for every office. It saves time, creates efficiency, assures accuracy. This speedy Eyelet Fastener is automatic and is always ready for immediate use. With one stroke of the lever it punches the hole, inserts and clinches the eyelets in one operation. It binds securely all correspondence, legal records, estimates, plans, agreements, etc. This Eyelet Fastener binds paper, cloth or leather. Its construction is strong and simple—a child can operate it. The Eyelet Fastener is the acme of compactness and efficiency—invaluable to the office or factory where neatness and time-saving are imperative. It handles three sizes of eyelets without any adjustment. Use best eyelets; they are rust-proof. Order eyelets by number: No. 1 is long; No. 2 medium; No. 3 short. Prices on application.

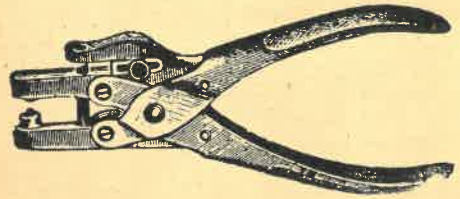


NEW AUTOMATIC SELF-FEEDING TREADLE EYELETTING MACHINES

These are treadle machines and they do punching and eyeletting simultaneously. These speedy machines are extensively used in the Printing, Stationery and Label Trades, also by all large users of Eyelets who require their eyeletting done expeditiously. They are supplied with or without stand. Prices on application.



PUNCH AND EYELET FASTENER



This is an economical tool which is much superior to any other of its kind. A special feature of this is the guide piece with adjustable gauge on the cutting die. It punches sharp round holes. No Filing-clerk or Binder can do without it. It has no springs to get out of order. Strong, durable, and nickle plated. 1⅞ inch high. Price, each Rs. 12/-

FILES

Files of best steel in assorted varieties and sizes supplied to order.

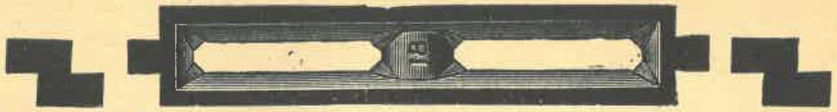
FLONGS

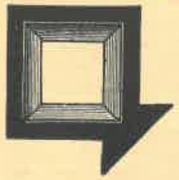
Dry Flongs for Stereotyping type matter and blocks can be had in the size 18×23 inches. Rs. 2/8 per each Flong.

FOILS

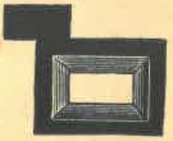
Gold, Silver, White and Coloured Foils for book cloth and paper covers are supplied to order. Prices on application.

LEAD METAL LOCKET FURNITURE





It is a great labour and material saver and is adaptable to almost every description of job work. It is reversible, requires no justifying, can be built up to engage any width of Furniture and is as reliable as solid material. No printing office is complete without it. It is cheap, light, accurate and lasting, specially adaptable to rule work and standing formes. It can be easily altered.



Locket Supports from 5 to 36 picas, in pica removes, in any assortment, per lb Re. 1/8
Locket Corners, 3-em Lockets, or em Lockets in any assortment, ... per lb. Rs. 2/-

WOOD FURNITURE AND REGLET

Teak Wood Side Sticks	....	per dozen Rs.	2/8
Teak Wood Furniture	1 em to 6 ems mixed	,, ,, ,,	2/8
,, ,, ,,	½ em	,, ,, ,,	3/-
,, ,, ,,	7 and 8 ems	,, ,, ,,	3/-

CAST IRON FURNITURE

Cast Iron Furniture is machined on outside surfaces accurately to the Point System on our special plant. It is made from High Grade Close Grained Cast Iron and does not bend or twist or alter shape in any way, and retains positive accuracy even when there is excessive locking-up strain. It is 50% lighter in weight than lead alloy furniture; absolutely rigid and practically indestructible. It is made on 2, 3, 4, 6, 8, 10 and 12 em widths and on lengths from 8 to 60 ems.

GALLEYS

The great success we have achieved in the manufacture of Galleys is due to the thorough manner in which they are made. We make the most substantial Galleys that can possibly be made. In no case has the quality of the goods been lowered, on the contrary, we have utilised every opportunity to improve their utility and efficiency. The brass or zinc bottoms, are of one standard of thickness. The wood used in their construction is the best teakwood, thoroughly seasoned. We manufacture Galleys for every possible use and they are fully guaranteed.

ZINC GALLEYS

With hardwood rim on both sides, and head and corner pieces

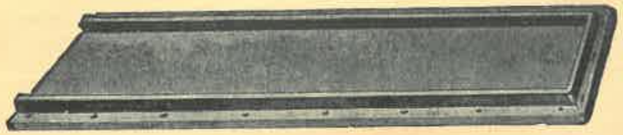
Out-side measures	Plain Rs.	Inside Lined Rs.	Out-side measures	Plain Rs.	Inside Lined Re.
6×24	2/4	4/4	20×24	9/4	12/-
8×24	3/8	5/2	24×24	11/4	13/8
9×24	4/-	5/14	8×12	2/8	3/6
10×24	4/8	6/2	10×15	3/4	4/12
11×24	5/4	6/6	12×15	4/-	5/14
12×24	6/-	7/4	12×18	4/12	6/2
18×24	8/8	10/12	15×21	7/-	8/8

Brass Galleys are made to order only.

WOOD GALLEYS

6 ×10 inches inside	Re. 1/4	8 ×24 inches inside	Rs. 2/4
6½×24 ,, ,,	,, 1/12	10 ×16 ,, ,,	,, 2/1
8 ×10 ,, ,,	,, 1/8	10 ×24 ,, ,,	,, 3/4

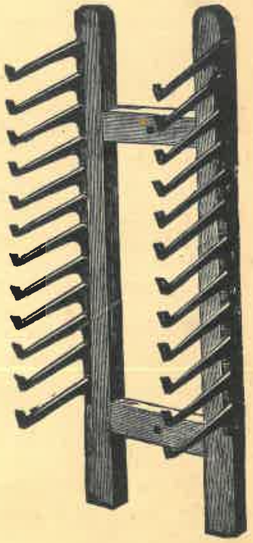
All Steel Galleys—G. T. F. All Steel Galleys are made in best highly finished Steel Sheets. These Galleys last for years without any trouble. They are made to order in assorted standard sizes.



	Inches	Rs.		Inches	Rs.
Single Column	24×4¼	5/12	Double Column	24×6¾	7/-
Single Column	24×5¼	6/2	Crown Quarto	11×8½	5/12
Demy Quarto	13×9	6/8	Royal Quarto	15×10	7/-
Crown Folio	16×10	7/2	Demy Folio	18×11	7/14
Royal Folio	21×13	9/12			

GALLEY RACKS

Ordinary Wooden Galley Rack to hold 12 Galleys	Rs. 12/-
,, ,, ,, 24 ,,	,, 20/-



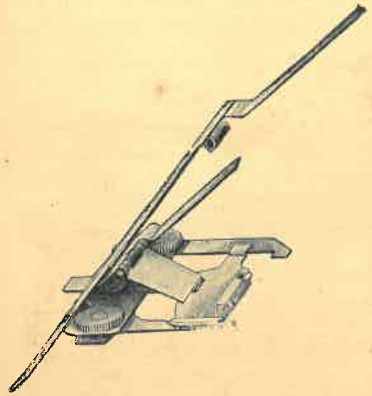
ANGLE BRACKET GALLEY RACK

The many advantages of a compact, strong, well made Galley Rack can scarcely be over-estimated. This rack holds the galleys in the smallest desirable space against the wall, and can be fixed up in out of the way place. The rack is 10 inches wide, the brackets are screwed to the rack 3 inches apart and each bracket is about 8½ inches long. The cost, considering the capacity and utility, is slight.

The iron brackets or arms have a firm bearing against the angle of the wooden frame and are held in place by lugs and screws

Rack to hold from 6 to 20 Galleys.
Prices on application.

GAUGES



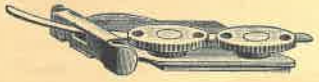
Automatic Register Gauge.

AUTOMATIC REGISTER GAUGE

Is a sheet-setting side Gauge for Platens. It is self adapted and universally applicable at sight. It is the best for color works. Price, Rs. 25/-

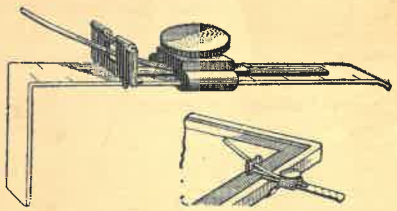
DOUBLE-GRIP GAUGE

In devising this Double-Grip Gauge a new method of attachment is thought of. Neither teeth, prongs, glue, nor paste is required to fasten it. Neither does it require pieces cut out of, or slits cut transversely in the tympan. All it does require is a slit, cut through the top sheet straight from the feed-line one inch in length. Into this slit the under-plate is inserted sidewise up to the screw-studs, and there fastened by the two nuts. Required hold can be got with the fingers for ordinary stock as it is secured at two points along the slit, but for cardboard, the key should be used. One-quarter inch adjustment is obtained with the inch slit, but more can be had by cutting the slit longer.



Double-Grip Guage

By using a top sheet of tough paper a very strong hold is obtained. It does not injure packing, tympan may be turned back or its use repeated. Sheets do not feed under the gauge-head. Very handy. Price per set of 3 including 6 extra flat tongues Rs. 8/6



Extension Feed Guide.

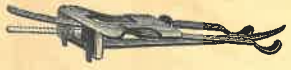
EXTENSION FEED GUIDE

When a sheet to be printed is so large that it almost covers the platen, the tympan gauges cannot be used, and, for the want of just such a guide as this, many jobs are put on a larger press at increased cost, or turned away.

These Extensions are fastened in the bale and by the use of the long and short guides, any point is reached between the two positions.

The leg of the extension is furnished straight and should be bent around the lower edge of the bale to form a hook, by which they are easily drawn down and secured with the bale. The extension proper should be cut shorter if it interferes.

Price per set of 2 including a pair of short guides and long tongues, Rs. 8/8

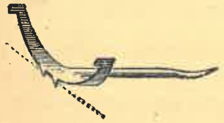


Spring Tongue Gauge Pins.

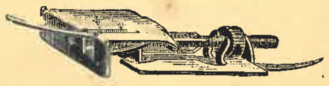
SPRING TONGUE GAUGE PIN

This is a very common all-round sort Guage Pin. It is unusually liked by Printers because it has a "sensible tongue" and plenty of "backbone". It is treated same as other styles having teeth adjustment, but its securing power is enhanced by the back supports. Any degree of margin, or none at all, is met by setting the tongue, which may also be run between lines or in blank spaces.

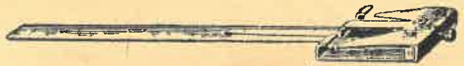
The tongue may be bent up high so as to receive the sheets more readily while feeding, and, being elastic, will not break under pressure of blocks, leads, or quads in the form. The tongue is also a great help in preventing sheets or small cards sticking to the form. They sometimes assist the grippers, and at other times make the application of either gripper unnecessary. The inclination of the tongue is to improve the register and the height is within 12 point. Price per set of 12 .... Rs. 7/8



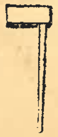
Flexible Side Gauge Pin—The Flexible Side Gauge Pin will bend under the grippers without breaking. It has teeth and is adjusted in the usual manner. Price per dozen with "lips," Rs. 4/8



Screw Adjusting Gauge Pin—Screw Adjusting Gauge Pins have knurled part at the base for fine adjustment. Maximum adjustment, ½ inch. Price per set of three including one dozen flat tongues, Rs. 9/-



Gripper Finger—This Finger lies between the type matter without smashing leads or quads. It is attached to Platen Treadle Gripper in a second. Price, ... Rs. 3/- each.



Down Finger for Gripper Finger—This is attached to Gripper Finger and prevents papers sticking to type formes. Price, ... Rs. 2/- each.

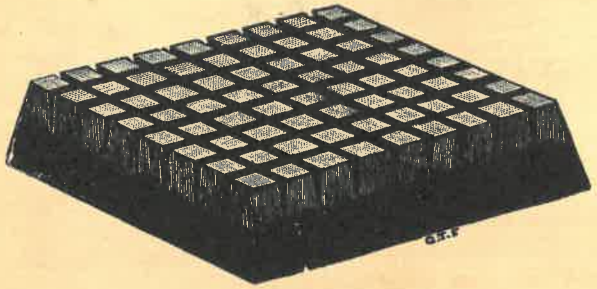
GLAZED PRESSING BOARDS

These are supplied in Demy, Royal and Double Crown sizes.
Prices on application.

GLUE

This is obtainable in many varieties for rollers and book-binders. Prices on application.

Roller Composition



Our "Swastika" brand Roller Composition is the best for any cylinder or treadle machine or hand press rollers for all the climates of India.

It is available in hermetically packed tins of 10 lbs. each. Price, Re. 1/3 per lb.

INKS

When ordering, be particular to state the quality and price, so as to ensure the correct execution of orders.

NEWSPAPER BLACK INKS

Our News Ink is used by many Newspaper printers in Bombay and mofussil. *Because* (1) less ink is used, (2) it dries no sooner the paper receives it, (3) it does not soil the hand which is often the case, and (4) it does not give out any sort of offensive smell.

News Ink, in barrels containing about	500 lbs.
,, ,, ,, ,, ,, ...	250 lbs.
,, ,, ,, ,, ,, ...	112 lbs
,, ,, in iron drums ,, ...	50 lbs.
,, ,, in cans containing ,, ...	10 lbs.

Prices on application.

BOOK AND JOB BLACKS

Book Ink	from Re. 1/- to Rs. 2/8 per lb.
Extra Superior Job Black Ink	from Rs. 3/2 to Rs 6/8 per lb.

COLORED POSTER INKS

Red Poster Deep	per lb.	Re.	1/14
Ultramarine Blue Poster	,,	,,	1/14
Yellow Light Poster....	,,	,,	1/12
Green Light Poster	,,	,,	1/14
Fine Permanent Red Poster	,,	,,	2/-
Purple Light Poster....	,,	,,	2/-

MISCELLANEOUS INKS, ETC.

Cream Tint................	per lb.	Rs.	4/-	Blue Tint	per lb.	Rs.	4/-
Pink Tint	,,	,,	4/-	Buff Tint..................	,,	,,	4/-
Violet Tint	,,	,,	4/-	Brown Tint................	,,	,,	4/-
Printing White............	,,	,,	3/2	Green Tint	,,	,,	4/-
Rich Gold Ink	,,	,,	10/-	Blue & Purple Copyable ..	,,	,,	10/-

Prices for Driers, Reducers, Varnishes, Bronzing Preparation, etc., on application.

Any other shades and qualities can be had, if the printers' requirements are known.

BOOKBINDERS' INKS

Black	per lb. Rs. 6/4	Red	per lb. Rs. 12/8

LITHO INKS.

Ordinary Litho Black	per lb.	Re.	1/-	Red Poster Litho..........	per lb.	Re.	2/-
Litho Black No. 1........	,,	,,	1/4	Bronze Blue Poster Litho..	,,	,,	2/-
,, ,, ,, 2.............	,,	,,	1/12	Green Poster Litho..........	,,	,,	2/-

Superior Job Inks for Litho can be had in all shades. Prices on application.

FINE JOB INLS

Gloss Black
Bronze Blue
Red Light
Green Light
Yellow Light
Process Black
Violet
Red Medium
Green Medium
Yellow Medium
Milori Blue
Brown
Red Deep
Red Dsep
Yellow Deep

Prices on application.

INKS FOR THREE-COLOUR BLOCKS

Yellow	Rs. 3/8	Red	Rs. 6/-	Blue	Rs. 4/-

INK FOR NUMBERING MACHINES

Black Ink.	Re. -/12 per phial.	Red, Green and Blue	Re. 1/- per phial

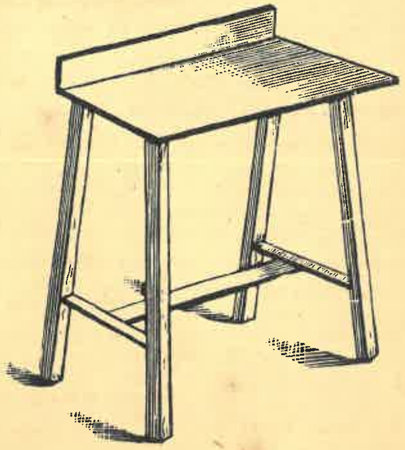
GOLD LEAF AND BRONZES

Prices on application.

INK KNIVES

Wide Blade, ...	each Rs. 3/8	Narrow Blade, ...	each Rs. 2/8

INKING STONES & TABLES



Best quality of Marble Ink Stones to mix Inks are supplied by us.

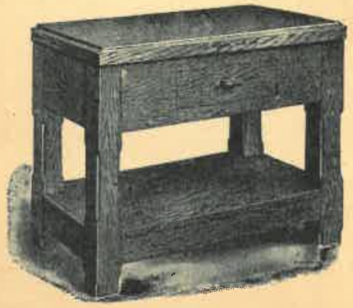
Price of Ink Stones only.

Appro. Size.	Rs.
8×12 inches	8/12
12×18 ,, ...	15/8
18×24 ,, ...	28/8

Price of Wood Inking Table covered with Zinc Plate.

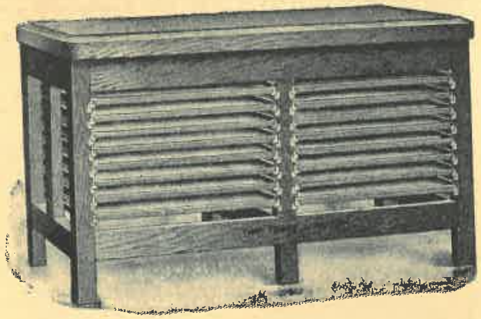
		inches	Rs.
No. 1 Foolscap Folio	....	9×13	6/-
No. 2 Foolscap	....	19×13	7/8
No. 3 Demy	....	24×18	9/8
No. 4 Royal	....	25×20	15/-
No. 5 Super Royal	....	30×22	20/-

IMPOSING SURFACE & TABLES



Ordinary—Imposing Tables are made of selected teakwood, have square legs and are not varnished. The frame is joined together and the top is knocked inside. Smaller size tables have only one drawer; the larger size tables have two drawers which can be opened from both the sides.

Special Imposing Tables—Are also made to order only to utilize the empty space underneath the Imposing Surface for the storage of chases, galleys, live and dead matter, labour-saving materials, etc. We would be glad to give an estimate on your stating your requirements.



PRICES OF ORDINARY IMPOSING TABLES

No.	Size	Price
No. 1.	24×36 in size	Rs. 50/-
,, 2.	26×44 ,,	,, 60/-
,, 3.	28×50 ,,	,, 65/-
,, 4.	31×60 ,,	,, 75/-
,, 5.	36×48 ,,	,, 75/-
,, 6.	36×60 ,,	,, 90/-
,, 7.	26×76 ,,	,, 90/-
,, 8.	48×60 ,,	,, 115/-
,, 9.	28×80 ,,	,, 95/-
,, 10.	30×90 ,,	,, 105/-

Other sizes made to order to suit the Imposing Surfaces mentioned below.

IMPOSING SURFACES

The Surfaces are made from the best quality cast iron closely ribbed on the underside and accurately levelled on the top. Unless otherwise ordered, all Surfaces are supplied recessed for galley on long edge.

Size	Inches	Size	Inches
Crown	24×18	Demy	28×22
Royal	30×24	Double Crown	36×26
Double Demy	40×28	Double Royal	56×28
Double Royal News	48×31	Extra Size News	52×36
Double Royal Ex. Size	56×40	Double Double Crown	48×36
Four Demy	58×42	Treble Royal	72×31
Treble Double Crown	72×39	Four Royal	96×31
Extra Size Royal	96×36	Special Size	95×48

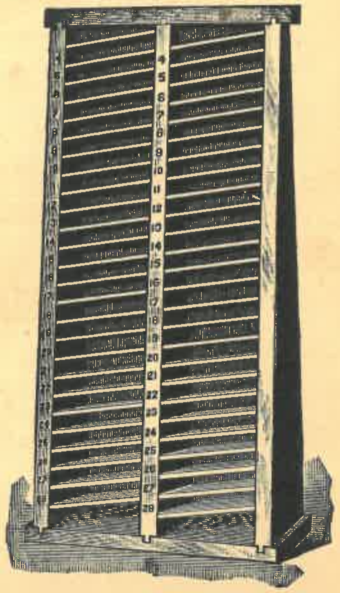
Prices on application

LABOUR SAVING LEAD RACKS

G. T. F. TWO-TIER LEAD RACK

In Racks where Leads are placed on edge, waste inevitably results but in this Two-Tier Rack, Leads and Slugs lie flat and will not be spoiled. There are compartments to take Leads from 4 to 12½ ems (varying by ens), and from 13 to 60 ems (varying by ems), the lengths being stamped over each compartment. The Rack is strongly made from best teakwood and has a back door with shelves for storing excess quantity. This teak-wood Rack has the capacity to hold about 750 lbs. of Leads and Slugs and is very popular amongst the Indian printers. Price Rs. 75/-

Another Style of equally useful Bombay Lead Rack can be had for Rs. 25/-



G. T. F. Two-Tier Lead Rack

LEADS AND SLUGS OR METAL CLUMPS

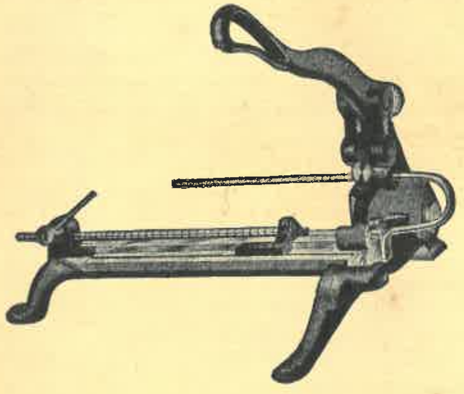
Labour-saving Clumps are a boon to any printing plant. The four sides of the 6-point and 12-point Clumps that we supply, are correctly planed to point system. Any required weight can be supplied. We stock Clumps for prompt delivery. Price, 8 as. per lb.

All our **Leads** are Machine-Cast and Burnished. They are true at every point. Correct **Lead** is helpful to set up composition in true alignment Our **Leads** will prove that they are A1; they are cast in 36 to 18 inch lengths. Samples will be sent upon request.

Leads, 1-Point	(twelve-to-pica)	Rs. 1/8	per lb.
,, 1½-Point	(eight-to-pica)	,, 1/4	,, ,,
,, 2-Point	(six-to-pica)	,, -/10	,, ,,
,, 3-Point	(four-to-pica)	,, -/8	,, ,,
,, 4-Point	(three-to-pica) and over	,, -/8	,, ,,

Labour-saving Leads and Slugs of 2-point and more are cut to any size on 12-point em (unless otherwise stated) at an extra cost of anna one per lb.

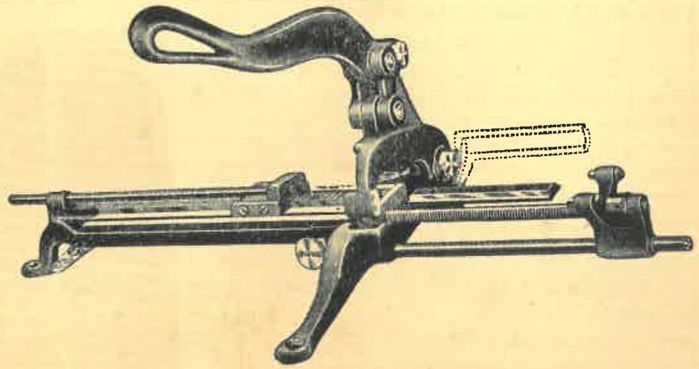
LEAD AND RULE CUTTERS



American Lead and Rule Cutter No. 1

AMERICAN LEAD AND RULE CUTTERS

The American Lead and Rule Cutter No. 1 is a strong, serviceable machine, especially suitable for small offices and paper-box makers and for cutting odd lengths. The gage is reversible and is clamped quickly and secured by means of a compression screw. This Cutter has grooved bed like No. 2 and No. 3 Cutters. Capacity of bed gage, 13½ inches; capacity of front gage 6½ inches. Price of No. 1 .. .. .. Rs. 50/-



American Lead and Rule Cutter No. 3.

The gages can be set instantly. They are absolutely accurate. They are guaranteed to give correct results. They can be set to 6-points as well as 12-points. The front gage can also be set quickly and accurately from 1 point to 576 points. It is impossible for either gage to slip, or for any material, however thin, to get under the bed gage. The bed and gage-rods are graduated to picas and numbered at every five 12-point ems, the back gage-rod indicating the measure when extended beyond the end of the bed. The cutter is operated by a combined lever and is provided with a shear-cut for brass, and straight-cut for leads. The support on the right prevents any sagging of the material between the front gage and the back knives. In cutting very short pieces, it may be turned back out of the way. The machine rests on 3 feet which insures a steady support. Capacity of bed-gage is 1260 points by 6-points. Capacity of front gage is 576 points.

American Lead and Rule Cutter No. 3 .... Rs. 75/-

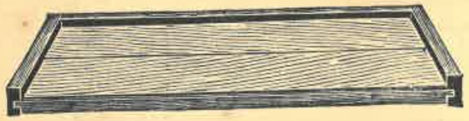
" " " " " " 2 same as No. 3, except that front gage sets to 6-point only, instead of 12 points. .... Rs. 58/-

American Lead and Rule Cutter No. 4 same as No. 1, but not graduated. Capacity 84 ems.... .... Rs. 45/-

GUJARATI LEAD CUTTER No. 5

Is a low priced cutter and is quickly set to cut any desired length. The knife has a shear-cut, thus making the machine available for cutting thin brass rules as well as leads. Price, ... Rs. 15/-

LETTER BOARDS



To store away dead or live matter these are necessary in a printing office. They can be made of thoroughly seasoned teakwood in any desired size. The side and back rails are higher than the board to prevent the type matter from falling off.

Wooden Boards, ...	each Rs. 6/8
" " covered with zinc plate	" " 9/8

LITHO LEATHER ROLLERS

The hand rollers are made to take the ink and the others to transfer work. Best grade leather is used in rollers. Each is complete with two handle protectors and can be prepared in required size. Prices on application.

LITHO REQUISITES

Every day useful articles for lithography work are available from stock.

LITHO STONES

They are received from the wellknown European quarries. They are best finished and are polished on one or both the sides and are available in any standard size. Prices on application.

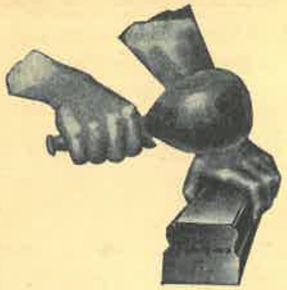
LOGOTYPES

Time table and calendar logotypes made and supplied to order only.

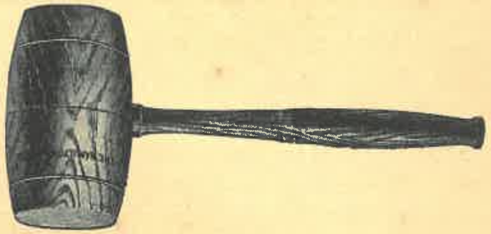
MARBLING ROLLERS FOR BOOKBINDERS

A nest of two, three or more engraved rollers give different designs when marbling the edges of books and papers. Very effective water-colour marble effects are produced by the use of this useful tool. Prices on application.

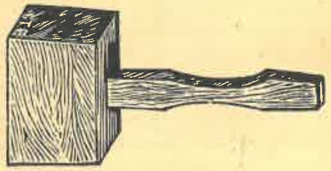
MALLETS



American Scientific
Mallet and Planer



Hickory



Usual Style Hard-wood Mallet

American style Mallet made of selected, tough, well-seasoned Indian hardwood. Square-fit handle as illustrated. .. .. Price, each Re. 1/8

Sisum Mallet	Price, each Rs. 3/4
Hickory Mallet	" " " 3/12
American Scientific Mallet No. 1	" " " 8/8
" " " No. 2	" " " 8/-
" " " No. 3	" " " 7/8

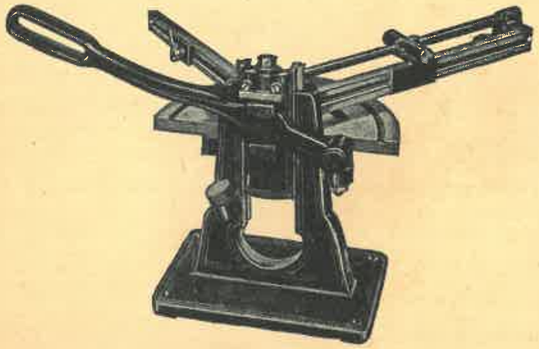
MELTING POTS

Best cast-iron Pots for melting Roller Composition or ordinary Glue, with a cup in the centre for holding the contents. The cup fits the rims on the mouth tightly. Pots are available in different sizes. Prices on application.

METALS

We supply Mono, Lino, Stereo, and Type-Metals, also refined Pig Lead, Antimony and Tin. Prices on application.

MITERING MACHINE



It embodies all the good features of similar machines, and in addition, is equipped with a Positive Point Gauge that **sets instantly** and **locks automatically to points**, enabling the operator to miter rules to Picas, Nonpareils or Points inside as well as outside measure—a feature not possessed by any other miterer.

Price complete with chip cut and jointer .. Rs. 115/-

NARROW LABEL CUTTING GAUGE

This Gauge is used in cutting small labels or strips on any style of cutting machine. Price on application.

NEWSPAPER HEADINGS

Engraved to order on Brass, Copper or Lead Plates. From Rs. 10/- to Rs. 50/- Engravings are electro-typed to order only.

NUMBERING MACHINES

TYPOGRAPHIC NUMBERING MACHINE

The 'G. T. F.' Numbering Machine is the smallest, the best working and the most economical machine. It is also the cheapest. Without any special and expensive chases etc., it can be locked up with the compose and the numbers are automatically printed with the printing.

How it is used—A type-high Automatic Numbering Machine is designed to be locked up in a chase with the forme, surrounded by type matter. It can be also used independently to print numbers only. Every figure automatically advances in consecutive order from 1 to 9,99,999.

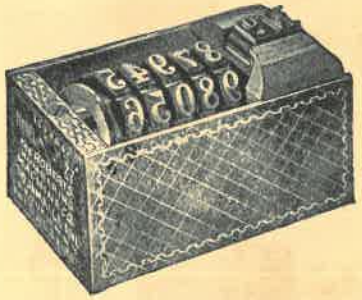
The machine can be taken out in an instant for cleaning, without removing any screws, and can be quickly put in again. The figures are cut upon steel wheels and are very lasting. Only the size and style of figures shown in the illustration are carried in stock. Other styles and sizes are made to order at an extra cost. Letters engraved upon extra plungers or steel slides may precede the figures instead of the prefix "No." Letter wheels are also furnished. For numbering checks, orders, strip tickets, and other similar jobs with several formes to a sheet, "skipping" unit wheels are furnished. They are interchangeable with regular unit wheels. The best material and the highest mechanical skill are used in manufacturing these machines.

Hundreds of such Typographical Numbering Machines are used by the printers in India who have known their unique advantages.

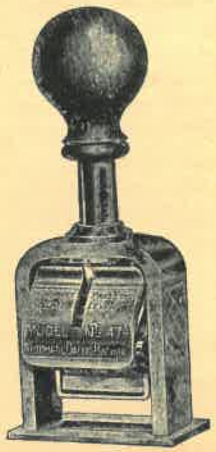
New Model No. 27, 5 Wheels with moveable No. plate. Can print from 1 to 99,999. Price, Rs. 45/-

Model No. 28, for general job work, similar in every respect to model No. 27, except that it is made of six wheels; can print from 1 to 9,99,999. Price, ... Rs. 50/-

Prices and descriptions of other styles of Typographic Numbering Machines will be furnished on application.

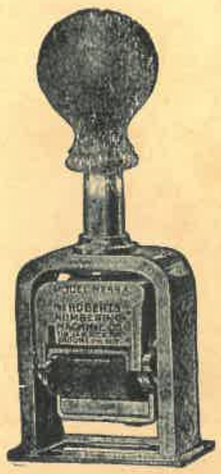


New Model No. 27



DEVNAGARI
Model No. 47

१२३४५६



Model No. 49

123456

AUTOMATIC NUMBERING MACHINE

Our Hand Numbering Machines—are very superior and have consecutive, duplicate and repeat motions, and the change can be made very quickly by moving the pointer on the notch curve. The figures move entirely automatically, and receive ink from a thick felt pad. The mechanism, material and finish are of all superior, all parts are interchangeable and the working is noiseless.

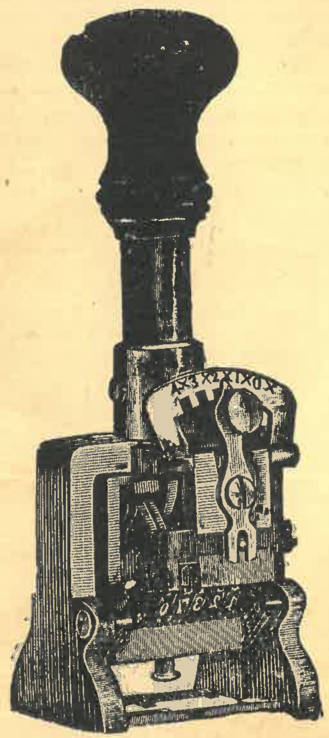
They have six wheels and can number consecutively from 1 to 999, 999; they also duplicate and repeat the numbers, if desired. These changes can be effected by a very simple arrangement.

Nagari Numbering Machines—with 6 figures have single, repeat and duplicate motions. Specially manufactured for the Gujarati Type Foundry. The figures are a copy of the Condensed 2-line Long Primer body types made by the Gujarati Type Foundry. Price, Rs. 50/-

Model 47.—Automatic Hand Dating Machine with steel date plates. Rs. 35/-

Model 49.—Weighs only 12 ounces. It operates noiselessly and with remarkable speed and accuracy. It has consecutive, duplicate and repeat motions. It is the cheapest machine on the market. The frame is made of steel and is fully guaranteed to stand long wear and tear.

Such machines with small size figures are also available at the same price. They are all self-inking. Price, Rs. 35/- each.



Strong Paging Machines

Machines to number consecutive, duplicate and repeat numbers (i. e. 1, 2, 3, 4 etc.; 1-1, 2-2, 3-3, etc.; and 1-1-1-1 and so on.) .. Rs. 35/-

Machines to number consecutive, duplicate, triplicate, sixtuplicate, twelvetuplicate and repeat figures, (i. e. 1, 2, 3, etc.; 1-1, 2-2, 3-3, etc.; 1-1-1, 2-2-2, 3-3-3, etc.: 1-1-1-1-1-1, 2-2 2-2-2-2, etc.; 1-1-1-1-1-1-1-1-1-1-1-1, 2-2-2-2-2-2-2-2-2-2-2-2 etc.; and 1-1-1-1 and so on.) Rs. 45/-

Machines to number consecutive, duplicate, quadruplicate and repeat, (i. e. 1-2-3-4, etc.; 1-1,2-2,3-3, etc.; 1-1-1-1, 2-2-2-2, 3-3-3-3, etc.; and 1-1-1-1 and so on.) .. .. .. Rs. 40/-

Special Movement—We stock Machines that will triplicate, quadruplicate or repeat the number any number of times up to twelve, and advance one unit automatically. Such movements take the place of the usual duplicating mechanism. Extra charge, Rs. 10/-

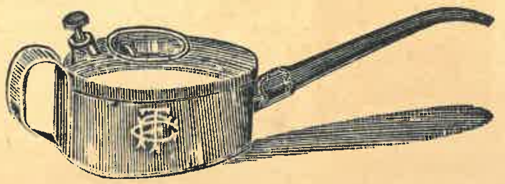
New Style Numbering Machine

This extra strong machine prints consecutive, duplicate, triplicate, quadruplicate and repeat numbers (i. e. 1, 2, 3, 4 times and repeats the same at will). It is available either with 5 or 6 Bold Figures engraved on Steel Wheels. Price on application,

Urdu Figure Numbering Machines are supplied to order. Prices on application.

Numbering Machine Inks in Black, Red, Green and Blue shades, thick fine woolen Pads and back part Combs (Springs) are stocked by us. Prices on application.

OIL CANS



Small size	Re. 1/-
Medium size	,, 1/8
Large size	Rs. 2/-
Extra Strong	,, 3/-

PAGE CORD

Balls of best twine, per dozen Rs. 2/8 and more as per quality.

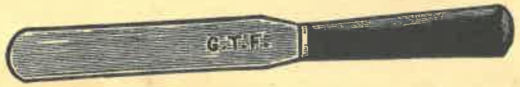
PAPERS

Whenever possible, we arrange to supply the paper of required quality, size and weight; we invite printers to write to us with full particulars of their requirements.

PAPER KNIVES

Strong handle and wide blade .... each Rs. 3/4

PALLET KNIVES



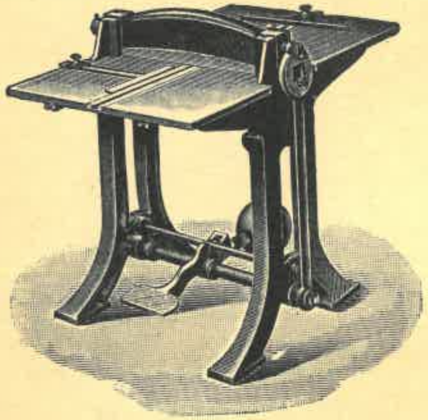
Medium size .. Rs. 2/8 each.
Large size.. .. Rs. 4/- each.

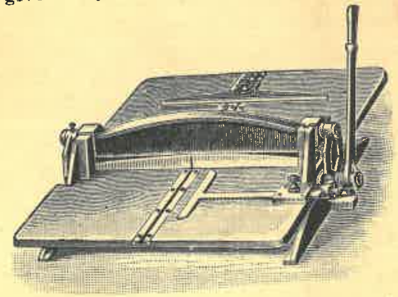
PALLET AND FILLETS

See Bookbinders' Materials.

PERFORATING MACHINES

These are durable strong Machines with beautiful finish and double platforms. They fully meet the general requirements of the pressmen. They perforate round through straight holes and are guaranteed to give every satisfaction.





12-inches Hand machine
16-inches ,, ,,
20-inches Hand as well Foot power
24-inches ,, ,, ,, ,,

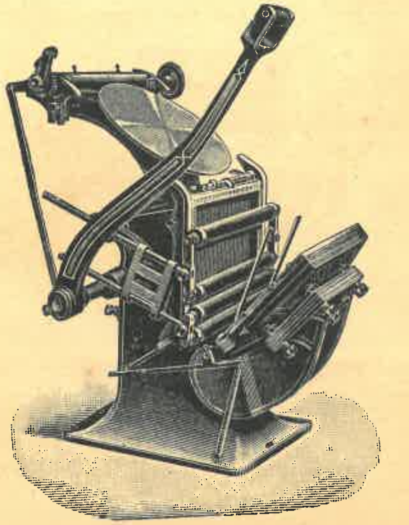
Prices on application.

Perforating Pins per 100 .. .. .. Rs. 4/-

PLATEN MACHINES

Platen Machines (Treadles) of well-known makers are available. (See Treadles)

PONY PLATENS

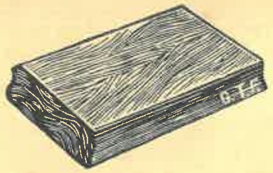


These are very strong machines with high class finish and are suitable for small offices and smart printers. Each machine is supplied with 1 ordinary chase, 1 chase with screws, 2 locking bars, 1 roller mould, 2 sets roller stocks, oil can, spanner, full size ink fountain and sheet lifting apparatus.

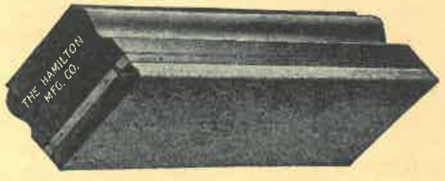
No.	Inside Chase Measure	Rollers
10	$6\frac{11}{16}\times9\frac{7}{16}$	2
20	$8\frac{7}{8}\times12\frac{3}{4}$	3
30	$10\times14\frac{3}{8}$	3

Prices on application.

PLANERS



The Planers are made from thoroughly seasoned wood and are accurately finished on the face. The fluted sides make Planers easy to handle. Price each Re. 1/4


THE HAMILTON MFG. CO.

PROOF PLANNER

Proof Planers—Made of maple, carefully faced with high priced closely woven firm and durable felt.

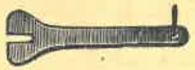
Size $3\frac{1}{4}\times8$ inches .. .. .. each Rs. 7/8
,, ,, ,, with leather top. .. .. ,, 8/-

Linotype Planer—An article of necessity in every press having linotype machines. Faced with corrugated rubber, it moves the "Whiskers" from linotype slugs without injuring the face of the type.

Size $3\frac{1}{4}\times6$ inches .... Rs. 6/4

POINTS

Points for Hand Press Tympans

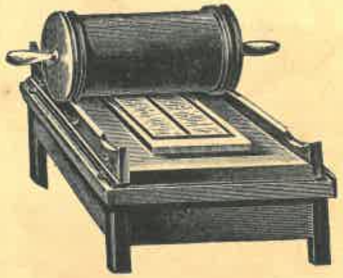


Super Royal	per pair	Rs.	3/-
Royal	,,	,,	2/8
Demy	,,	,,	2/-
Foolscap	,,	,,	2/-

PROOF AND COPY HOLDER

It is strong and simple in construction and cannot get out of order. It enables the copy to be kept directly in front of the compositor and allows free access to all compartments of the case. Price, Rs. 7/8

ROLLER PROOF PRESSES



With absolutely accurate rollers guide. Runner rails are adjustable by means of screws to suit every height of types. They are supplied with or without stand.

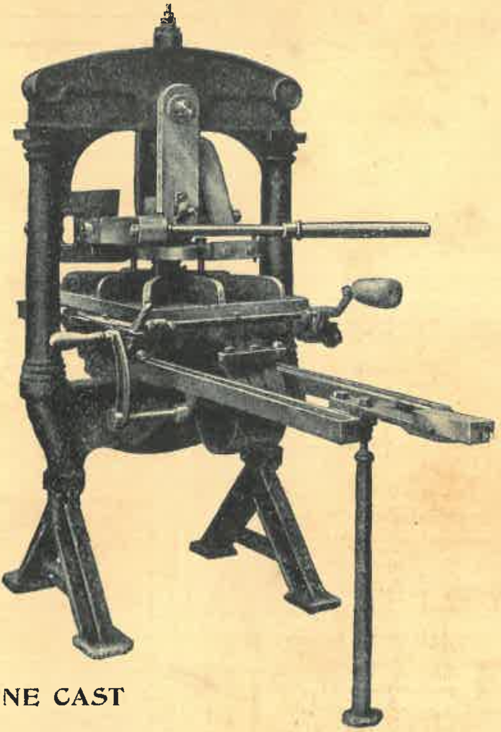
The standard size is $23\frac{5}{8}\times15\frac{3}{4}$ inches; other sizes supplied to order.

Prices on application.

PRESS PUNCHES

The Press Punch is about $^{1}/_{32}$ inch lower than type and can be locked up with the type forme, which enables the printers to punch holes in the stock at the same time as it is printed, without extra expense. It is made of tempered tool steel. Price, Rs. 12/8

HAND PRESSES



These Hand Presses are manufactured on the famous Albion improved pattern. Their framework is very strong. Sizes mentioned bellow are approximate.

	Size of Platen
Double Crown	32×22
Super Royal	29×21
Royal	26×20½
Demy	24×18
Crown	21×16
Foolscap	19×14½
Demy Folio	18×12
Foolscap Folio	15×10

Prices on application.

PUNCHING MACHINE

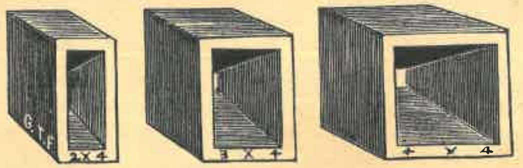
The Bench Punching Machine is with foot power and is complete with one die and punch.

Price. .. .. Rs. 175/-

PERFORATING RULES

See Brass Rule Section.

LABOUR SAVING MACHINE CAST QUOTATIONS



There is not the least doubt that machine cast quotations are more accurate than hand cast. It requires great skill, patience and strength on the part of a workman to cast quotations with hand. It tires out the hand to hold the mould continuously On account of the heat of the mould the caster is not able to hold the mould with the same uniform pressure and hence the hand cast quotations are heavier, unequal and inaccurate.

Metal quotations must be cast smooth and accurate to the point system, if the best results are to be obtained. For the purpose of getting the same accuracy that is obtained in metal type, our quotations are cast in steel moulds, on a type-casting machine of a special design. They are open at the top and the bottom, which reduce their weight without decreasing their strength. Our machine cast quotations are to be preferred because they are much lighter, have sharp edges similar to type and a better general appearance, and because they are valuable for blanks and rule work, posters, color printing, etc. They can be used satisfactorily with types, quads, rules and other point body materials.

The following sizes on point system are kept in stock and furnished in any assortment desired.

18×18
18×24
18×30
18×36
18×42
18×48
18×54
18×60
18×72
18×78
18×84
18×96
24×24
24×30
24×36
24×42
24×48
24×54
24×60
24×72
24×84
24×96
30×30
30×36
30×42
30×48
30×54
30×60
30×72
30×84
30×96
36×36
36×42
36×48
36×54
36×60
36×72
36×84
36×96
48×42
48×48
48×54
48×60
48×72
48×78
48×84
48×96
60×42
60×54
60×60
60×72
60×78
60×84
60×96

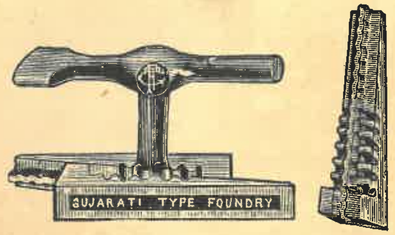
Please note that each metal quotation cast in the Gujarati Type Foundry has its name and size stamped on it. Prices on application. Special prices for large quantities.

QUOINS

WOOD QUOINS

Hard Wood Quoins, per 1000 .. .. Rs. 15/-

GUJARATI CAST IRON QUOINS & KEYS



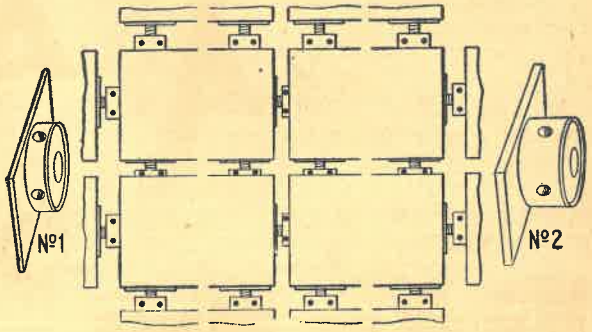
Gujarati Iron Quoins have rounded ends, which prevent any injury to the imposing surface or press-bed by scratching. A new feature is the bevelled points and heels and the inner smooth surfaces due to which one quoin slides into another, making it possible to get a pair in the place that one quoin occupies as well as making any slip impossible.

No. 1–Small Size, Price, Rs. 5/8 per dozen

No. 2–Large Size, Price, Rs. 7/8 per dozen

Steel Keys for either size, Rs. 2/8 each.

G. T. F. REGISTER QUOINS



Designed for use in formes of mounted plates where perfect register is desired. The quoins are placed on all the four sides of each page, as illustrated in the accompanying diagram, so that any page can be moved independently in any direction without disturbing the other pages. These quoins are also very useful when very little space is at the printer's disposal to lock-up a full forme. They are made in two sizes and permit of very narrow margins. Style No. 1 expands from 16 to 24 points, while No. 2 expands from 36 to 48 points. Price of Style No. 1, Rs. 8/- per doz. Style No. 2, Rs. 12/- per doz. Key, Re. 1/- each.

RAISED PRINTING APPARATUS

Raised Printing Apparatus is for doing beautiful raised printing. It can be worked by hand or power. It needs no dies or engravings. It does raised printing with the very types you may have in your press and in red, blue, green or any other shade or colour. It also gives effects in gold or silver. It is very simple to operate. Prices and detailed particulars will be supplied on application.

RELIEF DIE STAMPING PRESSES

These can be had in assorted styles and sizes. Prices on application.

ROLLER MOULDS

BRASS MOULDS WITH STAR AND BASE

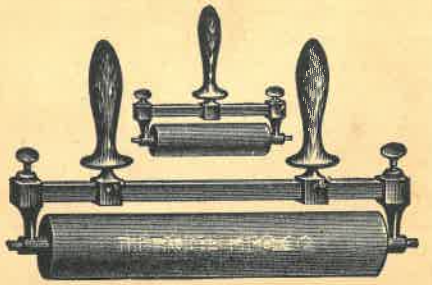
Size	Inches long and 3-inches diameter		
Super Royal....	30	each Rs.	22/8
Royal	28	,, ,,	21/8
Demy	26	,, ,,	20/-
Foolscap	19	,, ,,	19/-
Half Foolscap..	15	,, ,,	18/-

Iron Moulds for Cylinder Machines are supplied to order.

ROLLER CABINETS, ROLLER RACKS, ROLLER STANDS

Particulars and prices on application.

ROLLERS



Our double handle roller frame with a nest of 5 cores of different sizes adjusting in the same frame by turning the side screws is very helpful to practical printers. It saves a great deal of costly inks by using only the required size roller for particular jobs. Price, ... Rs. 25/-

Such standard size Rollers with shifting frame, as per illustration, are also available.

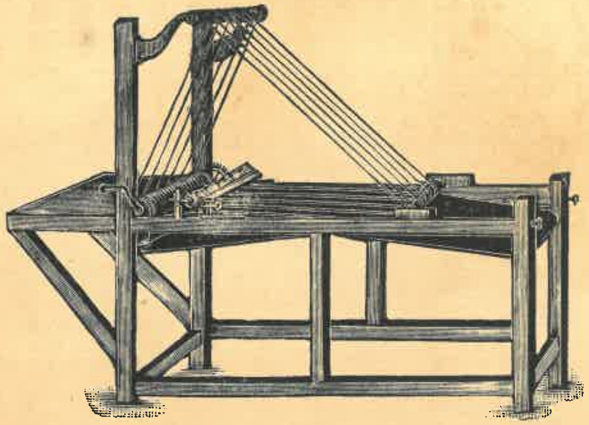
Commonly used Rollers—These rollers are with wooden stocks and the 18-inch and upward size rollers have two handles.

Length	Usual Style	Length	Usual Style
6-inch	each Rs. 5/-	18-inch Foolscap	each Rs. 10/-
8-inch Quarter F'cap ..	,, ,, 5/-	20-inch	,, ,, 10/8
10-inch	,, ,, 6/-	24-inch Demy	,, ,, 11/-
12-inch	,, ,, 7/-	26-inch Royal	,, ,, 11/8
14-inch Half-F'cap ..	,, ,, 8/-	28-inch Super Royal.. ..	,, ,, 12/8

ROLLER COMPOSITION

"SWASTIK" 卐 Brand Roller Composition is good for India's tropical climate. This is the only composition which you can use in all the seasons, Summer, Winter or Monsoon. It considerably saves your expense on rollers. It does not shrink nor swell. It also amalgamates easily with other compositions, if necessary or so desired. Each cake has one inch square ready cut surface. This makes the cutting of the cake in small pieces very easy. You can recast "Swastik" Composition oftner than other compositions. This is a distinct advantage. Price is Re. 1/3/- per lb. and each tin is of 10 lbs. For quantities over 100 lbs. special price on application. (See illustration in Glue)

RULING MACHINE



Our Ruling Machine, complete with three slides of assorted styles, hemp cloth and 100 pens, can be operated with the help of only two men. It has 7 rollers and each roller is 36-inches in length. It has also a receiving frame to collect ruled sheets. Its two arms are of iron. Price, ... Rs. 290/

Similar style Ruling Machine of 42 inches width complete, with 3 slides etc., and 18 rollers is priced Rs. 500/- only.

Foreign-made Ruling Machines are supplied to order.

RUBBER REGLET

It prevents spaces, quads and furniture from rising in the forme. Place a strip of this Reglet between sides of the compose and furniture and it will stop the rising at once. Price Re. 1/- per yard.

RULING MACHINE CLOTH

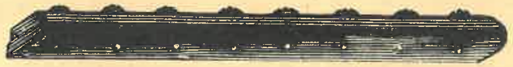
Stout white hemp cloth, about 4 yards in length, is required for our 36 inch standard size Ruling Machine. Price Rs. 12/- per length.

For special Moleskin Cloth, prices on application.

RULING PEN LATTEN SHEET

It is made of special grade and gage with a width of two inches. It is elastic so that the Pens made out of this sheet do not spoil the paper. Price, Re. 1/- per oz.

SLIDES FOR RULING MACHINES



Made of best teakwood with screws.

Size		Single Rs.	Double Rs.	Treble Rs.
18 inches	....	4/8	5/-	5/8
24 ,,	....	5/8	6/-	6/8
30 ,,	....	6/8	7/4	8/-
36 ,,	....	7/-	8/-	9/-

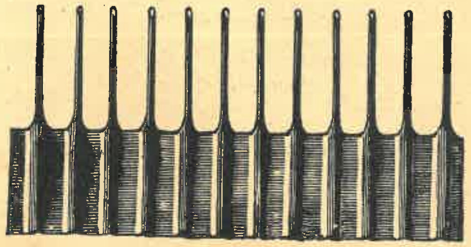
RULING INK POWDERS

Blue .. .. per oz. Ans 12 Red .. .. per oz. Ans 12

RULING PEN MAKING MACHINE

Will make the finest Pen required in any size. Price, Rs. 98/-

RULING PENS



We prepare Ruling Pens from extra fine brass latten sheets:

Single Pen upto 2-em per 100, Rs. 4/-

Larger size upto 4-em per 100, Rs. 5/-

Double Pens per 100, Rs, 6/4

STEEL COMPOSING POCKET RULE CASE

This is a handy set for carrying in vest pocket The case is made of strong leather, with paten clasps, and contains twelve steel composing rules Sizes, 10, 12, 13, 14, 15, 16, 18, 21, 24, 26, 28 and 30 ems pica. Price, Rs. 6/6

DOVETAIL SAW

8—inches,........ Rs. 3/8 10—inches,........ Rs. 4/8 12—inches,........ Rs. 6/-

SCISSORS

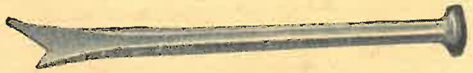
Strong Scissors to cut Rules and Leads.

Small size.......................Rs. 4/8 Large size.......................Rs. 6/-

SCISSORS FOR PAPERS

Small size.......................Rs. 2/8 Large size.......................Rs. 3/8

SHOOTING STICKS

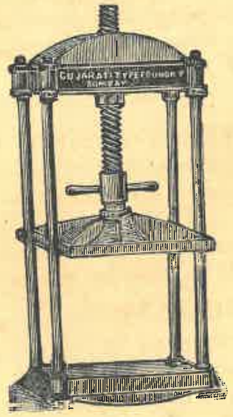


Our Steel Shooting Sticks are the strongest available and will last for a life time.

Enamelled Steel Shooting Stick	each Rs. 6/-
Xylonite (very hard) Shooting Stick	,, ,, 5/-
Brass-end and Wooden-handle Shooting Stick	,, Re. 1/4
Hard Wood Stick	,, Re. -/4

STANDING SCREW PRESSES

The entire body of the Standing Screw Presses including top, base and platen, is very strong. Prices on application.



SPACES AND QUADS

(For prices see separate price list.)

PRESS SPRINGS

Best grade Springs for Albion pattern Hand Presses.

Super Royal	each Rs. 20/-
Royal	,, ,, 18/8
Demy	,, ,, 17/-
Foolscap	,, , 16/8
Foolscap Folio	,, ,, 15/-

PRINTING SURFACES

These are milky white thin sheets of ¼-bond paper size. One side is polished and the other is unglazed. In any required size they can be cut and mounted on wood bases. Price, Re. 1/- per piece.

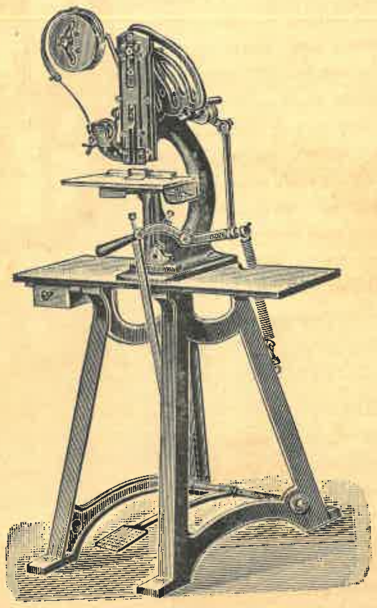
Adhesive for same, ans. 8 per packet.

WIRE STITCHING MACHINE

For Treadle with Iron Stand—This machine is operated by treadle as well as by hand on an iron stand with polished wood table and drawer. Stitches either through the side or through the back to the inside of the fold.

The output of the machine will come upto 3000 Stitches per hour.

Our No. 3 machine is extra strong and is capable to do all sorts of stitching work. We strongly recommend it to printers and book-binders.



FOR HAND AND TREADLE DRIVE

No. 1 Stitches upto 3/16 inch
No. 2 ,, ⅜ ,,
No. 3 ,, ½ ,,

FOR HAND DRIVE ONLY

No. 4 Stitches up to 3/16 inch
No. 5 ,, 3/8

Each machine is complete with spool, spare parts, and tools. prices on application.

Machines to stitch upto one inch thickness as well as with power drive arrangement are also available.

Stitching machines for Box-making plants are offered when required.

Stitching Wire in rolls	per lb. 10 ans.
Detachable Spool	each Rs. 6/4
Stitching Knives	per set Rs. 4/8

Springs, knives and spare parts can also be had separately.

COMPOSITOR'S BENCH

Compositor's Stool or Bench....	each Rs. 5/-
,, ,, with one drawer	,, Rs. 7/8

SPRING TYPE HOLDER

By turning right hand screw, it brings both sides together in the centre, so that side spacing is done away with. All sizes made to order. For prices see Binders' Type Holders.

TINTING SURFACE

Without the help of Lithography or the trouble of making blocks, tinting with this surface is perfectly done on any printing machines. The colours are printed from its surface; the tint designs can be cut in any shape, size or style from it. Price, Rs. 12 per doz.

A packet of Adhesive Gelatine for fixing Ans. 8.

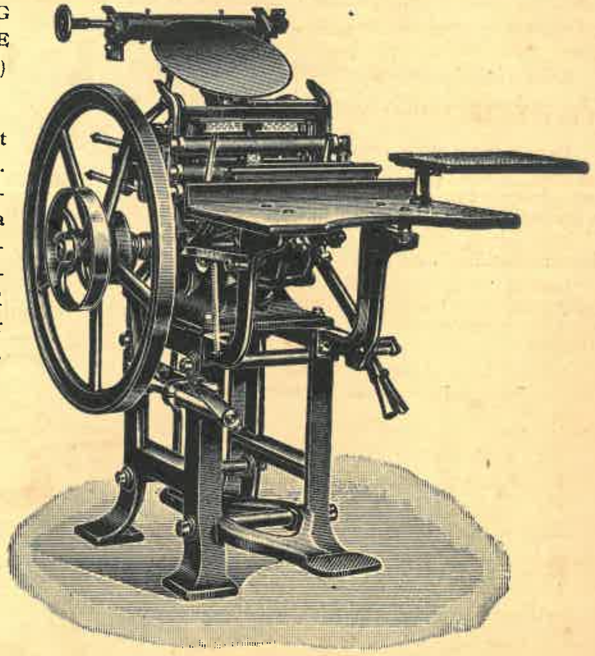
TYPES FOR SHOW CARDS

Special Brass Types are sold by us for distinctive show cards. Their edges are prepared sharp enough to cut the paper. Nice display effect is produced by the use of assorted shades of papers on cards and mounts. Price tickets, window cards, name plates, advertisement literature etc., are attractively done with the help of these Types. Sold in complete sets of different sizes and styles. Prices on application.

TREADLES

NEW FAST RUNNING 'SWASTIKA' TREADLE MACHINE (Platen Press)

Size 8⅜ × 12¾ Inch.

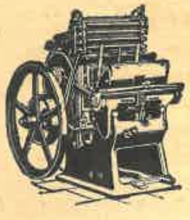


This is a very fast running *new* Treadle. Its output is 1800 impressions per hour. It is a strong built Treadle complete with full size ink-fountain, 2 ordinary and 1 screw chases, roller mould with base and star, two sets of roller stocks, foot and power drive arrangements, spanner, screw driver and oil can. Power consumed is only ⅓ h. p.

ITS SPECIAL ADVANTAGES ARE:

Cheap price.
Heavy construction.
Friction-gearing.
Instant release of pressure while machine is running.
Firm vertical form-bed.
Adjustable runner rails.
Soft and noiseless working.
Equal distribution of ink.
Printing to the fullest extent of the chase.

PHOENIX PLATENS (Rebuilt).



REBUILT PHOENIX PLATENS of J. G. Schelter and Giesecke make, in excellent condition, are available from us in the following approximate sizes:—

9″ × 12¾″, 14″ × 20½″
12½″ × 16½″, 15¾″ × 23½″

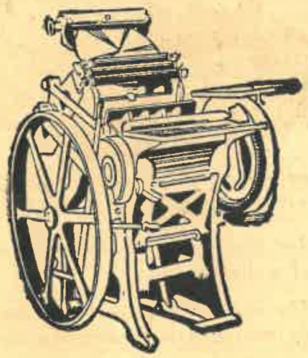
The first two have three and the last two have four inkers; with the platen we also supply cylindrical ink fountain, roller stocks, roller mould, safety hand guard, feed and delivery stands and power drive arrangement.

These platens are known as "King"in platens. They are strongly recommended for two or more colour work as well as for block and high class artistic printing.

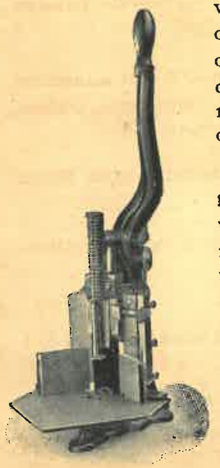
These Platens are equally very useful for Embossing work as well as Cutting and Creasing and for Card Board Box-making.

C. & P. TREADLES: We stock Chandler and Price (rebuilt) Treadles. They are available in 8″ × 12″ (Foolscap Folio), 10″ × 15″ (Crown Folio), 12″ × 18″ (Demy Folio) and 14½″ × 22″ (Royal Folio), sizes. Each such Treadle is fitted with treadle and power arrangement, large ink fountain, feed and delivery tables. Therewith, we also supply roller stocks, roller mould, chases and spanners.

Besides the above, Treadles in other sizes and of other popular known foreign makes are also available. The usual accessories like chases, roller stocks, roller mould etc., are also supplied with such Platens.



CORNER ROUNDING MACHINE:

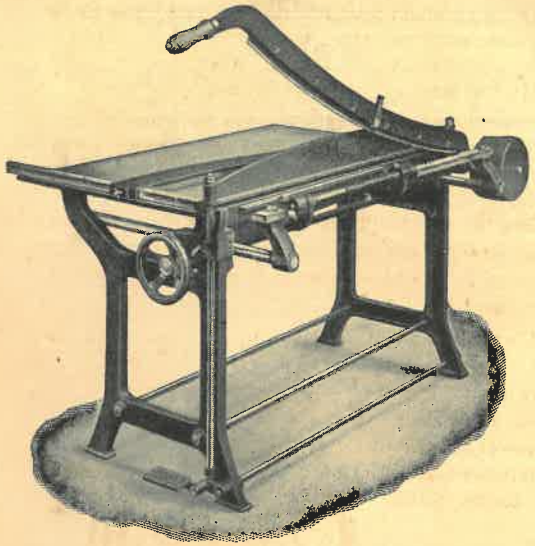


It is distinguished by its great range of usefulness and will handle all kinds of dies which can be exchanged in a jiffy. Maximum economy is obtained by using it for the following lines of work: ROUNDING of books, advices, file cards, playing cards, leafets etc; CUTTING of the edges of cards, tags etc. PUNCHING various cuts in the manufacture of boxes; PUNCHING of file cuts, and CANCELLATION of securities of all kind by punching.

It is being built along standardized lines and embodies greatest accuracy of workmanship, a special feature being the working method of slide, which run in easily adjustable prismatic guides whereby a high grade cut is obtained combined with maximum life of the tools, while an automatic pressing device holds the material in position. The tools are made from choicest materials and represent precision workmanship, they can be exchanged in a very short time, are easily adjustable and perfectly adapted to the purpose in hand. Exact profiles, constancy of measurement, and perfect hardening permit replacement at any time.

With the machine are supplied: 1 top and bottom knife with a curve of 7 mm radius, 2 squares for corner cuts, automatic pressing device, wrench, screw driver, and oil can.

CARDBOARD AND MILLBOARD CUTTERS



Size 44-inch.

This has been designed to meet all requirements of modern times, Its enormous sale both inland and abroad is chiefly due to the simple and clear arrangement and to the rigid and durable construction.

The Narrow Strip Cutter (*can be turned back*) is equipped with gauge-bolt, and can be turned back by one operation of the hand, for the purpose of using the front stop. Length of narrow strip cutter 70 cm.

The double milled Gear Rack Guide ensures accurate working of front stop; adjustment of front stop takes place by means of hand wheel, by the aid of pointer and scale (on gear rack). All important bearings made of one-piece casting.

The Knife Lever is not made of cast iron, which is unsuitable for the purpose, but of malleable iron.

The Top Knife is perfectly fitted, and maintains its precise movement due to the double bearing of the turning bolt; the result is rapid and easy adjustment to lower knife.

The parallel ground Cutter Blades are made of highest grade knife steel, and are distinguished on account of their unsurpassed precision and durability.

The Cross-Bar, equipped with scale graduated in millimeters, serves the purpose of permitting accurate lateral fitting and bears the longitudinal angle.

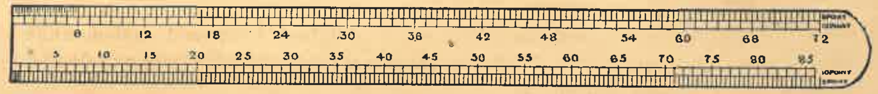
This machine will not only cut paper, cardboard, and millboard, but numerous other substances such as leather, linoleum, packing material, presswork, lighter grades of tin, aluminium, cloths, oil-cloths, celluloid, and many others.

Cutting length 44″ inch. Width of table 28″ inch. Net weight 4 cwt. Space occupied 58″×72″ inch.

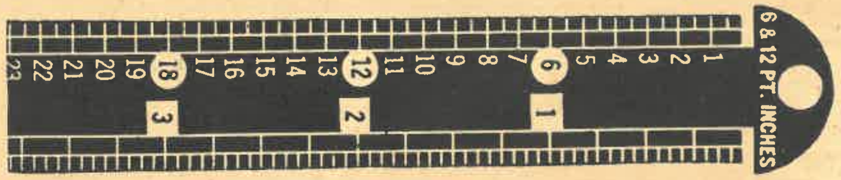
Price includes: a top and a lower knife, and the necessary tools. Price on application.

PRINTERS' TYPE MEASURE

The Steel Gauge Plate is marked on American Point System showing 4 and 8, 5 and 10 and 6 and 12-point measures and also a foot measure. It is a very important gauge to every printer for daily use. (See illustration) Price, Rs. 4/8



BRASS TYPE GAUGES



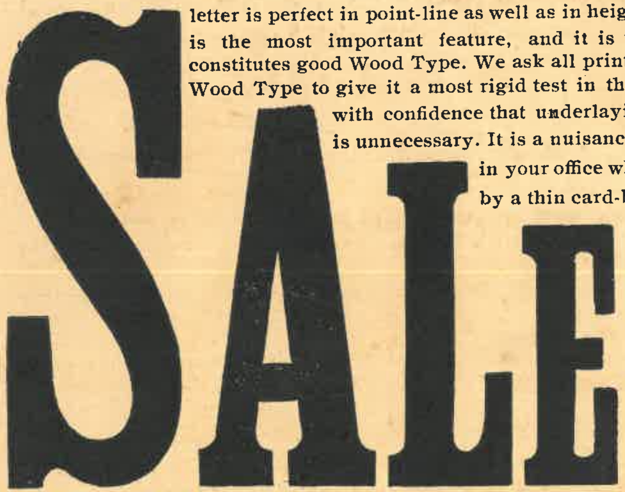
There is a great demand for an accurate and high quality Black Brass Type Gauge. We offer such a guage. It does not bend or warp. The lettering on it is clearly legible. Its length is 12 inches. It has 12 inch as well as 6 and 12 point marks. Price, Rs. 5/8

WASHING SODA

It removes dirt and ink from type formes and makes them quite clean. It is available in casks of 100 lbs. in powder as well as crystles. Price on application.

WOOD TYPE

We supply Wood Types cut on solid end-grain tough Maple like wood and every letter is perfect in point-line as well as in height. The height of type is the most important feature, and it is the real test of what constitutes good Wood Type. We ask all printers who purchase our Wood Type to give it a most rigid test in this respect and we say with confidence that underlaying of our Wood Type is unnecessary. It is a nuisance to have Wood Type in your office which vary in thickness by a thin card-board. Buy only perfectly reliable Wood Types. They will save you lot of worry and trouble on the machines and indirectly save extra labour charges.



180-Point No. 2 | 144-Point No. 3 | 120-Point No. 4 | 96-Point No. 5

English Wood Types are usually carried in stock. Wood Type for **Sanskrit, Gujarati, Nagari,** characters etc., are made to order only from best hard wood. Specimens and prices on application.

Wood Types of any special designs and body can be suppleed on submission of designs. Wood Figures and Borders are made to orders at very moderate price.

BEATING HAMMERS

These Hammers are popular with book-binders for beating the backs of books. Price Rs. 3/4 each.

TAPE

Extra storng cotton Tapes of assorted width necessary for printing machines can be had in reels.

CALENDAR RIMMING MACHINE

We offer Double Bent Flat Rimming Machine used by printers, showcard makers, etc., for fixing Metal Rims to Calendars (1 to 13 sheets), Showcards, Blotters, Maps and the like.

It is quite simple in action; the operator places the Rim, and also Suspender when required, and Calendar or Card or Blotter in the machine to a suitable gauge, then by means of the handle, gives a slight movement up and down, when the work is completed (the gauge is necessary only to centralise the suspender). Note that the machine makes the two bends in one operation only. Hand operated.

Standard sizes to take Rims:-15, 20, and 24 inches.

BOOK ROUNDING MACHINE

With hand-wheel adjustment for various thicknesses of books.

Equally adapted for large or small quantities of thick or thin books, either wire or thread stitched. Produces high-class work.

Indispensable for Account Bookmakers, and Bookbinders.

Maximum thickness of book 6 inches. Maximum length of book 23½ inches.

BOOK BACK MAKING MACHINE

For producing ordinary backs, as well as so-called "spring backs" in cardboard.

By means of the interchangeable moulds supplied with the machine, book-backs with any desired curve can be produced quicker than is possible in any other way, from the smallest to the largest and from thin diaries up to thick account-books.

The changing and heating of the moulds require very little time.

Maximum length of book-back 24 inches.

PUNCHING KNIVES FOR ENVELOPE Etc.

These cutters are accurately finished on the inside and outside cutting face. Adjustable punches so also round and oval punching knives are available.

INDEX CUTTING MACHINE

This is used for index cutting for Account Books, Cards, Copying-books etc.

❡For any other Machinery not referred above, we invite you to make inquries of us as, possibly, they may be available from the stock we usually carry.

❡We undertake to get supply of new or rebuilt machinery specially required by Printer Friends according to their special needs and requirements.

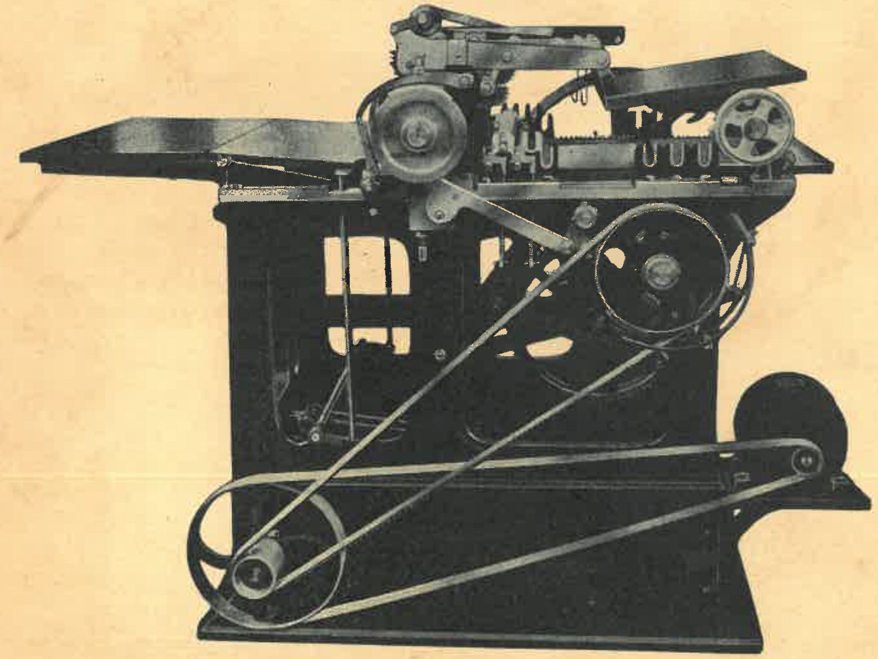
❡This service neither cost you any money nor puts you under any obligation, to buy from us.

❡We therefore, solicit inquiries for Machinery and Printers' Equipment from Printer Friends.

"DIAMOND" CYLINDER MACHINE

The printer who wishes to produce NICE WORK as quickly as possible, and CHEAP, should use the "DIAMOND" PRINTING MACHINE. This Machine has MANY ADVANTAGES for SMALL JOBS; its impressions are NEAT and CLEAR and it works at a HIGH SPEED.

Size, Inside Chase, **11** × **16** Inches. Out-put per hour 2500 Copies.



ACCESSORIES SUPPLIED WITH THE MACHINE: 6 Long Roller Sticks with cams, 2 Short Roller Sticks with cams, 1 Iron Ink Distributor Roller, 1 Roller Mould, 2 Chases, Tools and Treadle Arrangement.

EXTRA ACCESSORIES SUPPLIED WHEN SEPARATELY ORDERED: Electric drive arrangement; one 1/4 H. P. 220 Volts Single Phase AC Motor, Belt, Pulleys, Bracket for Motor Rest, and Counting Machine.

Power required 1/4 H. P. from 220 Volts electric light plug. Floor Space 37" × 50". Net Weight approximately 1000 lbs. Gross Weight approximately 1180 lbs. Price on application.